

Proposition 64

Public Health Safety Grant

Local Evaluation Report



Alameda County Probation Department

Prop 64 Public Health and Safety Grant Local Evaluation Report

Grantee: Alameda County Probation Department

Subgrantees:

Union City Youth and Family Services
Youth Alive!
The Social Changery
Stanford University

Authors:

H. Naseem Badiey, PhD – Probation Specialist, hbadiy@acgov.org
Alex Garcia – Acting Chief of Research, Alexandria.garcia@acgov.org

Project Time Period: 10/1/2020-4/30/2024

Funding Source: Board of State and Community Corrections (BSCC) Prop 64
Public Health and Safety Grant

Executive Summary

This evaluation sought to assess the effectiveness of the Alameda County Probation Department's (ACPD) efforts in facilitating cannabis prevention and education programs for youth in California counties where Proposition 64 legalized recreational cannabis use for adults 18 and older. The detrimental effects of cannabis use on developing youth, particularly those at high risk for justice involvement, are well-documented in research. Research shows that cannabis can interfere with brain development, particularly affecting areas responsible for attention, memory, and decision-making. These effects are even more pronounced in adolescents, whose brains are still developing. For youth already at high risk of justice system involvement, cannabis use can compound challenges such as impulse control issues, academic performance, and mental health, which may lead to increased involvement with the criminal justice system. Evidence from organizations like the American Academy of Pediatrics and the National Institutes of Health highlights the risks of early cannabis use and its long-term effects on mental health and cognitive functioning.¹ However, these negative effects are often poorly understood by youth and their families, leading to suboptimal decision-making in an environment where cannabis is more accessible than ever.

To address the gap in cannabis education and prevention programming, the Alameda County Probation Department (ACPD) partnered with local service providers Youth Alive! and Union City Youth and Family Services (UCYFS); the social media marketing firm the Social Changery; and Stanford University's Cannabis Awareness and Prevention Toolkit team. This collaboration aimed to improve youth knowledge, understanding, and awareness of cannabis use and its potentially harmful consequences through a range of interventions. Researchers from ACPD's Research and Evaluation Unit designed and implemented an evaluation of these four components of Alameda County's Prop 64 grant program. The components included: education programs provided by Youth Alive! and UCYFS to at-risk youth in North County and South County, respectively; a multi-pronged social media marketing campaign by the Social Changery; and training on Stanford University's Cannabis Awareness and Prevention Toolkit for educators, facilitators, and service providers throughout the county.

The evaluation encountered challenges due to issues with data collection and survey implementation, stemming from low vendor capacity which was exacerbated by the COVID-19 pandemic. The pandemic introduced additional difficulties such as staff turnover, a shift to online classes and meetings, and reduced attendance at classes, community events, and forums. Despite these challenges, the evaluation indicated that the three interventions collectively improved the quality and dissemination of information on cannabis use and its risks.

¹ Volkow, N.D., Baler, R.D., Compton, W.M., & Weiss, S.R.B. (2014). Adverse Health Effects of Marijuana Use. *New England Journal of Medicine*, 370(23), 2219–2227. doi:10.1056/NEJMra1402309; Bonn-Miller, M.O., Loflin, M.J.E., & Thomas, B.F. (2017). Labeling Accuracy of Cannabidiol Extracts Sold Online. *JAMA*, 318(17), 1708–1709. doi:10.1001/jama.2017.11909; Freeman, T.P., & Winstock, A.R. (2015). Examining the Profile of High-Potency Cannabis and its Association with Severity of Cannabis Dependence. *Psychological Medicine*, 45(15), 3181–3189. doi:10.1017/S0033291715001178; National Institutes of Health. (2019). Marijuana and the Developing Brain. National Institute on Drug Abuse (NIDA). Available at: <https://www.drugabuse.gov>; U.S. Department of Health and Human Services. (2019). *Surgeon General's Advisory: Marijuana Use & the Developing Brain*.

Project Background

Adult-use cannabis was legalized in California when voters approved Proposition 64 in 2016. In January 2018, Prop 64 legislation took effect in Alameda County, making it legal for adults aged 21 and older to possess, buy, and grow cannabis for non-medical use. The legalization of cannabis in California brought relief from criminalization in low-income communities of color that were disproportionately impacted by the War on Drugs.

In 2018, the Alameda County Board of Supervisors' Transportation and Planning Committee created the Cannabis Human Impacts Subcommittee to examine how the passage of Prop 64 would impact the residents of Alameda County. The Cannabis Human Impacts Subcommittee conducted a health impact assessment between October 2018 and May 2019 that examined the impact of legalization on health, youth, schools, and public safety and provided practical recommendations. The key findings of this assessment identified that:

- (1) Youth use cannabis to cope with stress, anxiety, depression, and trauma.
- (2) Youth lack safe spaces to talk about cannabis, and they are unaware of prevention, education, and treatment programs available to them.
- (3) Youth find abstinence-only messaging ineffective.

In addition, the assessment identified persistent misconceptions among youth regarding potential health effects of cannabis use.

In 2020, the County of Alameda applied for a grant from the Board of State and Community Corrections' Proposition 64 Public Health and Safety Grant Program and received \$1,000,000 over 42 months to implement a multi-pronged intervention that combines juvenile prevention and intervention programming with awareness campaigns to reduce the use of cannabis among youth and young adults in Alameda County. As the lead agency for this grant, ACPD coordinated all grant activities to ensure successful implementation of the program and achievement of its aims, which were to:

- (1) to increase juvenile cannabis and substance use prevention and intervention programs;
- (2) to raise awareness about the health and social impacts of adolescent cannabis use for youth, parents, caregivers, and schools;
- (3) and to improve evaluation of programs and their effectiveness on reducing juvenile cannabis use.

Sub-contractors/providers

ACPD subcontracted with community-based service providers Youth Alive! in North County and Union City Child and Family Services in South County to implement cannabis prevention and intervention programming and to make service referrals for youth and young adults at high risk of system engagement and/or substance misuse. ACPD also contracted with a social marketing firm, The Social Changery, to design and implement a cannabis awareness social media campaign. Finally, ACPD contracted with Stanford University to contracted community-based service providers, Youth Alive! and UCYFS, as well as other service providers, educators, and facilitators in the county on cannabis education curricula.

Programming & interventions

Program activities across the four sub-contractors included:

- (1) youth-targeted, prevention-focused education and awareness programming based on Stanford University's *Cannabis Awareness and Prevention Toolkit*;
- (2) youth-targeted, intervention-focused outreach and engagement;
- (3) adult-targeted education and awareness programming based on Stanford University's *Cannabis Awareness and Prevention Toolkit*;
- (4) deployment of an education and awareness social media campaign.

Program activities and offerings are summarized in Table 2.

Table 2: Planned program activities and offerings			
Provider	Program(s)	Program description and participant numbers	Timeframe
Youth ALIVE!	Teens on Target	Prevention-focused program targeting high-risk youth in North County. High-school aged youth are trained to deliver a six-session curriculum focusing on the root causes of violence, including the potential impacts of substance use. Participants then deliver this training to middle school youth.	April 2021- March 2024
	Pathways	Outreach and engagement for youth in North County. Youth and their caregivers work with an intervention specialist who will provide coaching, mentoring, and service referrals.	April 2021- March 2024
UCYFS	Cannabis education courses	UCYFS delivers six-week cannabis education courses to youth living in Union City, Newark, and Fremont using Stanford's Cannabis Awareness & Prevention Toolkit as the primary curriculum.	April 2021- March 2024
	Community forums	UCYFS delivers two-hour community forums in Union City, Newark, and Fremont, that target parents, caregivers, residents, and service providers to raise awareness about adolescent cannabis use and potential consequences. Content from the Toolkit is used for these forums to ensure messages to adults are consistent with those to youth.	April 2021- March 2024
	Targeted youth outreach	Youth identified as needing cannabis use intervention services are referred to UCYFS's internal and external network of providers that deliver services including individual counseling, case management, civic engagement, mentoring, diversion, life skills, crisis support, and parent/caregiver support. Program staff engage with youth and young adults in planning and implementing outreach strategies that connect high-need youth to support services in their community.	April 2021- March 2024
Social Changery	Cannabis Decoded	Social media campaign to educate youth and adults about cannabis use and potential impacts to make	April 2021- March 2024

		informed decisions on use. Campaign includes advertisement and links through social media platforms to the Cannabis Decoded website as well as other local media and marketing (e.g., radio, television, billboards).	
Stanford University	Training on Stanford Cannabis Toolkit	The Stanford University team that developed the Cannabis Awareness and Prevention toolkit trains the sub-contractors for the Prop 64 grant, as well as public school educators, social workers, health educators, and service providers in Alameda County on how to teach youth about cannabis using the toolkit.	August 2021-October 2021

The subcontractors offered distinct approaches, programming, and services:

Youth Alive!: Youth-targeted education and awareness programming, outreach, and engagement

Youth Alive! is a Community Based Organization in Alameda County that develops youth leaders and peer violence prevention educators by activating groups of students who want to make a difference in some of the County's most violent communities. Led by a team that includes Executive Director, Anne Marks;² Deputy Director, John Torres; Policy/Advocacy Manager, Gabriel Garcia; and Intervention Specialist/Case Manager, Miguel Avila Torres, for this contract, they integrated cannabis awareness and education curriculum content into their preexisting *Teens on Target (TNT)* program for delivery in North Alameda County.

Youth Alive's interventions for this project were divided into two program components: Teens on Target (prevention) and Pathways (intervention).

Teens on Target

Teens on Target (TNT) is a program that mentors and develops high school students as youth leaders and peer educators, training them in violence prevention topics, leadership skills, advocacy, and public speaking. TNT youth leaders learn a 6-session, youth-authored curriculum on violence prevention that they present to middle school students across the city. The curriculum includes a focus on the root causes of violence, including easy access to drugs, alcohol, and guns, and is designed to prevent violence and substance use among youth by addressing root causes of each. A new cohort of TNT students recruited mainly from Castlemont and Fremont High Schools are enrolled each August to coincide with the beginning of the school year. In September and October of each year, TNT students meet with instructors weekly to receive training in the TNT curriculum and practice curriculum delivery. From November through March of each year, TNT students continue meeting weekly with TNT instructors to receive training in a variety of other topics related to leadership, advocacy, violence prevention, and cannabis awareness and education. These topics include:

- Advocacy skills
- LGBT issues
- Sexually Exploited Minors

² At the time of writing, Anne Marks is no longer with Youth Alive!

- Cannabis awareness and education
- Gangs
- College readiness
- Speaking skills
- Talking to media
- Conflict mediation
- Stress
- Trauma
- Gun violence
- Racial Inequality (stereotypes and race)
- Dating violence
- Juvenile and criminal justice systems
- Police interactions 101
- Financial management

Pathways

In addition to their Teens on Target programming, Youth Alive! provides one-on-one mentoring to each TNT youth leader, as well as case management to a subset of high-risk youth involved in the Teens on Target program through their Pathways program. These youth are considered to be already engaged in violent or risky behavior, including regular cannabis use. To be enrolled in case management, youth have to complete a risk assessment tool development by the Oakland Department of Violence Prevention, and they have to meet 4 out of 5 risk factors. Youth referred to the Pathways program work with intervention specialists to reduce their likelihood of engagement in violence or substance use and strengthen their connections to positive outlets and resources in the community. Intervention specialists make referrals for program youth as needed to mental health services, substance use treatment, life coaching, and any other services the youth or their parents/caregivers need to intervene in risky behavior.

Union City Youth and Family Services (UCYFS)

UCYFS is a city agency dedicated to providing services that prevent and intervene in youth violence by addressing the underlying issues that contribute to violence in the community. Led by Case Manager, Yessenia Palomino, UCYFS works throughout South County (Fremont, Union City, Hayward and Newark) to engage youth in strategic prevention and intervention activities that work to reduce juvenile cannabis use, address any associated treatment needs and provide supportive services for underlying issues that may be driving cannabis use.

Grant-funded services were divided into three components:

- (1) a youth course designed and facilitated using an adult-youth approach that borrows from youth leadership development and peer-to-peer models, which includes content based on the Stanford Cannabis Awareness & Prevention Toolkit;
- (2) community education forums;

- (3) (3) targeted outreach to high-need youth in south Alameda county including service referrals and intervention.

UCYFS determines eligibility by accepting referrals of youth at risk of truancy or suspension from school, law enforcement, non-profit organizations, and the probation department. The intake process allows them to determine the needs of the individual. The project is open to anyone willing to participate.

Youth course

UCYFS delivers six-week cannabis education courses to youth living in Union City, Newark, and Fremont using Stanford's Cannabis Awareness & Prevention Toolkit as the primary curriculum. The course is intended to help youth be able to identify and discuss reasons for cannabis use, articulate the impact of cannabis use during and after adolescence, and discuss strategies for dealing with peer pressure to use cannabis. Food and incentives are provided to youth during each session to encourage their attendance and engagement. Youth leaders are recruited to plan and implement education courses following the first six-week session, and are awarded stipends for their support.

Community education forums

Community forums will target caregivers and service providers to raise awareness about adolescent cannabis use and potential consequences. Forums will be conducted quarterly in Union City, Newark, and Fremont. Content from the Toolkit will be used for these forums to ensure that messages to adults are consistent with messages to youth. The forums will be planned and facilitated with local police departments, faith-based organizations, and schools. Dinner will be provided to encourage participation. A forum will take place during the month preceding each youth education course and will be used to publicize the course and recruit youth participants.

Targeted outreach to high-need youth in south Alameda County

Youth identified as needing cannabis use intervention services are referred to UCYFS's internal and external network of providers that deliver culturally-appropriate services including individual counseling, case management, civic engagement, mentoring, diversion, life skills, crisis support, and parent/caregiver support. Program staff engage youth and young adults in planning and implementing outreach strategies that connect high-need youth to support services in their community. Outreach efforts are conducted in accordance with Alameda County COVID-19 safety precautions and shelter-in-place guidelines and includes street outreach, social media, and other youth-driven outreach strategies.

The Social Changery: *Cannabis Decoded*

The Social Changery is a local communications and marketing firm that specializes in creating campaigns to promote social change and awareness. They focus on developing strategies and content that address social issues, leveraging platforms like Facebook, Instagram, Twitter, and others to engage communities and spread impactful messages. Their work often involves crafting targeted campaigns to raise awareness, influence public opinion, and drive action on various social causes.

For this grant, the Social Changery implemented a county-wide youth marijuana social media campaign, *Cannabis Decoded*, to educate youth and young adults about the facts on cannabis use. *Cannabis Decoded* is an educational platform focused on providing accurate and evidence-based information about cannabis. It aims to help individuals understand the science behind cannabis, its effects, and its potential benefits and risks. The platform often includes resources such as articles, videos, and interactive tools designed to clarify complex topics related to cannabis, including its chemistry, therapeutic uses, legal issues, and social impacts. By offering accessible and reliable information, *Cannabis Decoded* seeks to inform and empower individuals, educators, and policymakers in making informed decisions about cannabis use and regulation. *Cannabis Decoded* is a bay area initiative initiated by San Mateo County that has been expanded throughout California to Monterey, Sonoma, Marin, San Bernadino counties, as well as the City of Sacramento and Redwood City.

Stanford University: Training on the Cannabis Awareness and Prevention Toolkit

The 2019 [Health Impact Assessment of Proposition 64](#), conducted by the Alameda County Health Care Services Agency (HCSA) and the Cannabis Human Impacts Subcommittee, identified the need for adult training on the impacts of cannabis and effective communication with youth. As a result, HCSA partnered with Stanford's Division of Adolescent Medicine to offer four online trainings on their [Cannabis Awareness and Prevention Toolkit](#) to Alameda County educators and service providers, including professionals from high schools, public health centers, non-profits, government agencies, and hospitals. In addition to the subcontractors for this grant, Youth Alive! and UCYFS, participants included clinicians, health educators, social workers, program directors, and violence prevention educators.

The Toolkit was developed by researchers from Stanford's School of Medicine, led by Dr. Bonnie Halpern-Felsher, a Professor of Pediatrics and the Director of Research for the Division of Adolescent Medicine. Dr. Halpern-Felsher's research focuses on adolescents' health-related decision-making, with an emphasis on reducing risky behaviors such as cannabis use. The Toolkit includes evidence-informed resources and theory-based instruction on cannabis-related topics, such as basic cannabis facts, the health effects of cannabis use, the impact of THC on brain development, social norms around cannabis use, and refusal skills. While the Toolkit is freely available, these trainings helped enhance the effective delivery of its content and resources. The trainings aim to increase participants' knowledge about cannabis products and their risks, as well as equip them to teach youth refusal skills, understand the motivations for youth cannabis use, and effectively use the Toolkit in educational settings. The goal is to improve their ability to communicate with young people about cannabis. These sessions provide participants with accurate information on the health impacts of cannabis use, as well as strategies to use the Toolkit to support harm reduction and prevention efforts among middle and high school students.

Day 1 of the training offers a 90-minute overview of cannabis, including health risks, trends in use, and prevention resources. Day 2 features a comprehensive, 3-hour session on implementing the Stanford Cannabis Awareness and Prevention Toolkit in various educational settings.

The trainings in Alameda County were held on the following dates:

Table 1: Stanford trainings on Cannabis Awareness and Prevention for Facilitators, Educators, and Service Providers in Alameda County		
Date	Training content	Registrants
8/19/21	Alameda County Probation Department: Cannabis Use Among Youth: Awareness and Prevention	22
8/20/21	Alameda County Health Care Services Agency: Teaching 3 Session Using the Cannabis Remote Learning Curriculum	22
10/21/21	Presentation to Alameda County Health Care Services Agency: Cannabis 101 Presentation	22
10/22/21	Alameda County Health Care Services Agency: Teaching 3 Sessions Using the Cannabis Remote Learning Curriculum	10
	total	76

Project evaluation: research design & data collection

ACPD's Research and Evaluation Unit was tasked with conducting an evaluation of the implementation, effectiveness, and impact of programming offered by the subcontractors. As is displayed in Table 3, our evaluation plan employed a set of goals and measurable outcomes for the different interventions and program components.

Table 3: Prop 64 grant project goals	
Goals	Outcomes
(Goal 1): Increase juvenile cannabis and substance use prevention and intervention programs	ACPD contracts with local service providers to provide cannabis substance use prevention and intervention programming
	Increased awareness of available services and programs in the community for youth and parents/caregivers
	Improved access to services and programs to address unmet service needs which may drive youth cannabis use
	Successful identification, referral, and enrollment of eligible youth who need services
(Goal 2): Raise awareness about the health and social impacts of adolescent cannabis use for youth, parents, caregivers, and community members.	Stanford hosts trainings for Prop 64 sub-contractors (UCYFS and Youth Alive!), public school educators, and service providers in Alameda County.
	Increased awareness of risks of cannabis use for youth
	Increased knowledge of reasons for use and alternatives for youth
	Increased understanding of social context of use and correlation with criminal justice involvement for youth
(Goal 3): Improve evaluation of programs and their effectiveness on reducing juvenile cannabis use.	Increased knowledge and awareness of risks and issues related to youth cannabis youth for caregivers, parents, and community members
	ACPD designs and implements evaluation of the programming provided by the sub-contracted service providers – Youth Alive!, UCYFS, and the Social Changery. ACPD partners with Stanford to design pre and post surveys for youth who receive the Cannabis Toolkit curriculum.

Evaluating outcomes

The project evaluation intended to understand if and how the interventions impacted specific client outcomes related to Goals 1 and 2 (see Table 3). A quantitative analysis was planned based on pre and post surveys administered by Youth Alive! and UCYFS during each of their program cohorts. The surveys were developed in collaboration with Stanford University's Cannabis Toolkit team. In order to avoid survey duplication, Stanford agreed to add our questions to their pre and post surveys for youth and to make this data available for our evaluation so that we could avoid survey duplication of participants. Stanford sent an online

survey link for both the pre and post surveys to Youth Alive! and UCYFS to administer before and after each program cohort.

Outcome evaluation components focused on the extent to which education and messaging related to cannabis use was effectively delivered to program participants such that it made progress towards *Goal II: to raise awareness about the health and social impacts of adolescent cannabis use for youth, parents, caregivers, and schools*. It examined the success of the programs in terms of the following evaluation questions:

- (1) were juvenile cannabis and substance use prevention and intervention programs increased?
- (2) did the interventions increase awareness of the risks of cannabis use?
- (3) did the interventions increase knowledge of reasons for use and alternatives?
- (4) did the interventions increase awareness of available services and programs in the community for youth and parents/caregivers?
- (5) did the interventions increase understanding of social context of use and correlation with criminal justice involvement?

Evaluating processes

The evaluation also aimed to understand how program activities were implemented, how many youths were reached, and whether any challenges impeded the project's goals. It examined the extent to which the described services reached their intended audience and whether they were administered in accordance with the described scope to achieve *Goal I: to increase availability of juvenile cannabis and substance use prevention and intervention*. It examined the success of the programs in terms of program completion, referrals for youth who need services, and provider staff participation and utilization of the Stanford Cannabis Toolkit.

Due to the COVID-19 pandemic, focus groups and in-person interviews with program participants were not planned for the evaluation. Open-ended questions were included in the pre- and post-surveys to allow participants to enter information that may not have been considered by the research team and/or to elaborate on their responses.

Interviews with service providers' staff, supervisors, and leadership focused on:

- successes, challenges, and lessons learned in program identification, referral, engagement;
- fidelity to proposed program models, including services delivered and staff competencies;
- implementation successes and challenges;
- identification of how Cannabis Toolkit was utilized in program/service implementation;

ACPD followed all human research subjects protocols designed to be appropriate for diverse participants. The evaluation team employed procedures to safeguard respondent rights including obtaining informed consent for sharing personal data for the evaluation and participating in focus groups and interviews, ensuring confidentiality and voluntary participation, limiting access to identifying information, and properly securing data. Table 4 outlines key data sources.

Table 4	
Outcomes measured	Data sources
Did the intervention increase awareness of the risks of cannabis use?	Pre- and post-surveys
Increased knowledge of reasons for use and alternatives	Pre- and post-surveys
Increased understanding of social context of use and correlation with criminal justice involvement	Pre- and post-surveys
Increased awareness of available services and programs in the community for youth and parents/caregivers	Pre- and post-surveys
Program reach	Participation rosters for educators and service providers trained on the Cannabis Toolkit. Participation rosters and client demographic characteristics for youth participants and attendees of community events; website analytics for social media awareness campaign (number reached, influenced visits, which assets performed best with audiences, etc.)
Program completion	Participation rosters for educators and service providers trained on the Cannabis Toolkit. Participation rosters and client demographic characteristics for youth participants
Effective training of Service Providers on the Stanford Cannabis Toolkit	Participation rosters for training provided to Service Providers
Successful identification, referral, and enrollment of high-risk youth who need services	Data on referrals and program/service enrollments, including date of referral and program/service type for each participant (deidentified)

Challenges that impeded the evaluation

During the project period, there were a variety of challenges that negatively impacted the work of subcontractors, Youth Alive! and UCYFS. These challenges, which are detailed below, ranged from data collection and survey implementation issues, staff turnover, student attendance, and challenges with schedule coordination at school sites. Furthermore, there were issues with the online surveys provided by Stanford, which also negatively impacted the evaluation. These various challenges are detailed below.

COVID-19

COVID-19 significantly affected the delivery of cannabis education programs. Despite the resumption of in-person classes within the school district, some students either did not return to school or attended inconsistently, which reduced participation in the programs offered by subcontractors. Telecommuting, driven by concerns over holiday COVID surges and staff absences due to illness, further hindered the ability to conduct targeted outreach to youth. When schools returned to in-person learning, many students did not fully re-engage for some time, leading to low enrollment in the programs run by Youth Alive! and UCYFS. Some youth were hesitant to participate in after-school or extracurricular activities, either due to personal concerns or parental restrictions aimed at minimizing exposure to the virus.

Youth Alive! faced several challenges related to campus access and space coordination due to new COVID-19 safety protocols. These restrictions delayed their programming and limited their ability to conduct on-site recruitment even after schools reopened. They turned to alternative strategies, including distributing flyers through school staff, leveraging "word of mouth" promotion, and utilizing their TNT youth board leaders to engage their peers. Furthermore, Oakland Unified School District implemented staff and volunteer protocols that were rolled out October 2021. This delayed the ability of Youth Alive! staff to fulfill all requirements for in-person engagement. In response to these challenges, Youth Alive! created a virtual program for high school students at Castlemont and Fremont High Schools. This shift required the reworking of documentation and communication processes, including the creation of electronic forms and new methods for distributing and collecting participant information.

UCYFS faced similar challenges, as their programs were delivered during school hours and were impacted by the transition to virtual learning. They were unable to offer programming during the school closures. This disruption also extended to community forums, where attendance remained low even after reopening due to continued discomfort with in-person gatherings.

Training staff on Stanford's Cannabis Awareness & Prevention Toolkit

The subcontractors experienced some delays related to staff on the Stanford Cannabis Awareness and Prevention Toolkit. Originally, the plan was to train staff in May 2021, but the training was delayed until the beginning of August. This caused a delay in the Youth Cannabis Education Courses and the Community Forums planning. UCYFS plan to establish relationships with Stanford so that they can coordinate trainings directly with the provider in future.

Staffing shortages

A significant challenge for both subcontractors, Youth Alive! and UCYFS, was staff shortages. UCYFS struggled to hire a part-time outreach worker, with a year-long recruitment effort yielding no qualified applicants. Additionally, they encountered difficulties filling intern positions. To address this, they revised the job description to make the position more appealing and broaden the qualifications to reach a wider pool of candidates. They also explored partnerships with programs like Raising Leaders to identify a youth intern from their graduates. Further complicating matters, the UCYFS's Program Manager unexpectedly went on leave during program planning and launch, which impacted both the program's rollout and its management. In response, they opened program planning meetings to additional staff members outside the project, leveraging internal expertise and resources while fostering a greater sense of ownership among the team.

At Youth Alive!, three staff members overseeing the program left, and managers were unable to replace them, which led to breaks in service offerings. COVID-19 also caused staffing shortages at schools, causing further disruptions, as teachers responsible for making referrals were often no longer available.

Low enrollment to education sessions

Some of Union City's education sessions were canceled due to low enrollment. The promotion and recruitment efforts were unsuccessful and so Union City looked for other methods to engage and promote the program, including continuing to recruit parents whose children are participating in their other services, and working with recreational youth programs to educate teens and their families during their after-school programs.

Cumbersome enrollment process

UCYFS's enrollment process for the youth cannabis education classes was cumbersome, involving the collection of extensive information, which was time consuming. They are working on a simpler enrollment process that only collects information relevant to this program.

Low attendance to education sessions

Youth Alive's program experienced low attendance at times for a variety of reasons, including site specific scheduling, violent incidents, graduation, academic responsibilities, and workshop presentation duties. TNT staff made it a priority to keep in touch with all youth leaders during this time, did phone-call check-ins, and informed them on program updates. TNT staff also offered support to any student who was working on their senior capstone projects, offering to come during school hours for capstone interviews and ensuring youth leaders understood that TNT staff were available to provide support outside of program hours. Several students also transferred to different schools, some of them due to violent incidents (see more information on that below).

Low attendance to community forums

Some Community Forums held by UCYFS had to be postponed due to low response. Some parents were not ready for in-person meetings due to COVID-19 concerns. In addition, the

timing was not ideal for many families due to the start of a new school year. UCYFS plans to conduct outreach earlier and in more diverse ways. They have also increased their collaboration with community-based organizations and faith-based communities. They had the most success recruiting parents of the youth currently enrolled in the Youth Cannabis Education Courses to attend the Community forums.

Administrative capacity and data collection

UCYFS struggled with administrative capacity and data collection/management. For much of the grant period, data was collected using sign in sheets only. The organization transitioned to a new case management system in the middle of the grant period, which will help with data collection in the future. UCYFS plans to hire a part-time administrative support staff member to help with duties related to collecting data and organizing.

Survey implementation issues

Survey implementation was a challenge for both vendors, Youth Alive! and UCYFS. The issues subcontractors reported included:

- (1) *Participants lacked access to computers and mobile phones with which to complete surveys.* Participants were given Stanford's survey links, but many were unable to utilize the link because they did not have access to a computer or mobile phone. The need for computers for multiple users at the same time and the length of the survey made it difficult for UCYFS and Youth Alive! to administer the survey. To address this, Youth Alive! and UCYFS staff scheduled appointments with youth and provided a laptop to facilitate survey completion.
- (2) *Confusion regarding the pre and post survey links.* Another challenge experienced by subcontractors was that they did not realize that there were two distinct links for the pre and post surveys. In some cases, subcontractors either used the pre survey or the post survey both at the beginning and end of the program, resulting in problematic data.
- (3) *Subcontractors found it difficult to compel participants to complete the post-survey once the program concluded.* At first, subcontractors gave participants the post survey link and told them to complete it on their own time after the program ended, but few did. As a result, the number of completed post-surveys was limited. This was exacerbated by, in addition to the aforementioned issues, the fact that the programs experienced attrition towards the end of the academic year when students focused on graduation and attendance/enrollment numbers declined.

During the grant period, subcontractors made the following adjustments to improve survey implementation:

- Staff members began administering the pre surveys with the youth during an individual youth/family enrollment appointment.
- Staff planned ahead to conduct the post-survey during the last session.

- Staff tried to coordinate with the school to conduct the first and last sessions in the school's computer lab in order to ensure that all youth participants had access to a computer to complete the online survey.
- Staff in some cases pulled students out of class and had them complete the surveys on a laptop.

Despite these adjustments, the number of survey responses was low.

Issues with the online survey links provided by Stanford

Stanford provided links to the subcontractors for the pre and post surveys. As mentioned previously, ACPD submitted additional questions for Stanford to include in their pre and post surveys in order to avoid survey duplication. These surveys included questions formulated by Stanford that were intended to produce unique identifiers allowing for matching the pre and post surveys for each unique participant. Youth were instructed to list their favorite food, for example. However, the participants did not consistently remember the way they answered these questions, and as a result, there were not consistent unique identifiers. Consequently, difficulties ensued when attempting to match pre and post surveys for each unique participant, resulting in a large amount of surveys going unmatched.

Lack of designated classroom or office space at high school sites

YouthAlive! did not have their own space at school site, which meant that there was no way around the special schedules that schools set if classroom space was being used for other activities or events. Because the program space was held in classrooms on each campus, when the school sites were using those spaces for their special programming, YouthAlive! had no alternative space to host programs on days/weeks with a special schedule. Moreover, they did not have their own designated safe spaces to store materials and supplies, meaning that staff had to leave TNT materials and supplies in their cars, which is not safe given the number of automobile break-ins.

Schedule coordination challenges at schools

A consistent challenge faced by Youth Alive! staff was coordinating schedules to meet the demand for workshops at multiple middle schools. Youth Alive! did not have the staff capacity for more than two simultaneous presentations at a time. However, in response to the demand, they started training youth leaders to practice classroom management and leadership skills to prepare them to run a presentation without the support of a Youth Alive! staff member. Youth leaders practiced facilitating discussions, and exercising understanding and compassion especially around some of the more challenging violence prevention topics through mock presentations where their peers and staff role played being audience members.

2023 OUSD Strike

Due to the OUSD faculty strike in 2023, Youth Alive! had to stop in person programming for two weeks, limiting their ability to connect with students after school. However, TNT staff continued

to keep in touch with youth during the strike and offered a zoom option for students to attend the program virtually, which was possible due to the virtual programming design that they developed and used during the pandemic. They remained in touch with approximately 50 youth leaders during the strike, keeping them updated on any program details or opportunities, and offering support if it was needed.

Violence in schools and in the community

Violent incidents on and around school campuses forced Youth Alive! to cancel program meetings on multiple occasions. These safety concerns significantly impacted both the program and its participants. At times, entire campuses were closed to after-school programming, while in other cases, students opted to leave immediately after school due to safety fears. Following incidents like shootings or stabbings, the resulting chaos made communication and coordination with students, school staff, and program coordinators difficult. Additionally, it was often unclear whether after-school activities would be canceled, leaving both students and staff uncertain about program schedules. Such violent incidents also had lasting negative effects on the mental well-being of participants, affecting their ability to engage fully in the program and impacting attendance.

Several youth leaders transferred out of Oakland Unified School District (OUSD) schools following multiple violent incidents, which led to a decline in program participation. Despite efforts by TNT staff to reassure students with promises of safe transportation and a secure environment, many students no longer felt comfortable staying after school for Youth Alive! programs due to growing safety concerns.

Evaluation Results

As previously outlined, the evaluation focused on four key components of the Prop 64 grant:

1. Youth-targeted, prevention-focused education and awareness programming utilizing Stanford University's Cannabis Awareness and Prevention Toolkit.
2. Youth-targeted, intervention-focused outreach and engagement.
3. Adult-targeted education and awareness programming also based on Stanford University's Cannabis Awareness and Prevention Toolkit.
4. Deployment of a social media campaign focused on education and awareness.

For components one and two, the evaluation aimed to gather and analyze data on participant demographics, services and programming received, completion rates, and the intervention's impact on youth awareness regarding the harmful effects of cannabis use. Subcontractors Youth Alive! and UCYFS were responsible for tracking participant progress through key metrics such as program start dates, attendance, dropouts, and successful completions.

However, significant problems arose regarding the quality and completeness of the data submitted by these subcontractors, which impeded our ability to comprehensively evaluate program outcomes and processes. These issues stemmed primarily from limitations in the data collection and management systems at Youth Alive! and UCYFS, as well as from staff turnover within these organizations. Youth Alive! did not retain historical information on participants who dropped out of their program, preventing an accurate assessment of program completion rates. Similarly, UCYFS relied on manual paper sign-in sheets to track participant engagement, but a portion of these records were either lost or incomplete, exacerbated by program staff turnover. Additionally, neither subcontractor consistently collected data on outreach and engagement efforts, further contributing to gaps in the available information. These data limitations have resulted in an incomplete dataset, restricting the evaluation's scope and preventing a thorough analysis of the effectiveness of the cannabis education and prevention programs delivered by Youth Alive! and UCYFS.

Despite these challenges, both subcontractors administered pre- and post-program surveys—developed by Stanford University—to assess participants' knowledge and attitudes regarding cannabis products and their health effects, as well as their awareness of community prevention and education resources. Due to issues with Stanford's online survey links and difficulties with survey administration by the subcontractors, only 32 matched records were available for analysis. While this sample size is small, the data indicate a small, bordering moderate positive change in the knowledge and attitudes of youth who completed the cannabis education and prevention curriculum. Further details on these findings are provided below.

Data Analysis

Stanford provided a total of 139 pre-surveys and 53 post-surveys for analysis from online surveys collected by both Youth Alive and UCYFS. Due to various survey administration issues, efforts to match pre- and post-surveys resulted in just 32 usable pairs. The matching process was done manually, using a series of three unique identifier questions included in both pre- and post-

surveys by Stanford. Device IP addresses, the longitude and latitude of where the surveys were taken, and demographic information such as grade level and age were also used to assist in the matching.

After matching, survey questions were standardized between pre- and post-surveys to account for additional questions asked in the post-survey that were not included in the pre-survey. This step addressed issues arising from some respondents taking either the pre-survey or post-survey twice, instead of completing both at the start and end of the program. From this standardization process, 13 questions were identified for inclusion in the analysis.

Responses to the selected questions were then recoded, using reverse scoring where necessary, to produce accurate total scores. Each respondent was assigned a total score by summing their response scores across all 13 questions for both the pre- and post-surveys, resulting in two sets of individual scores. Descriptive statistics revealed that the average score across the 32 respondents was higher in the post-survey ($M = 35.16$) compared to the pre-survey ($M = 32.75$), indicating an improvement in scores following the intervention.

Table 5: Descriptive Statistics for Pre-Survey & Post Survey Responses

	n	M	Std Dev	Median	Min	Max	Skew	Kurtosis
Pre Survey	32	32.75	4.98	33.5	17	45	-0.53	1.82
Post Survey	32	35.16	4.93	35.0	24	47	0.33	0.40

To assess whether the improvement in scores was significant, a paired t-test was selected to compare the averages of the two groups. Prior to running the paired t-test, a Shapiro-Wilk test was run on both the pre and post survey score sets to test for normality. This was done to determine if the data met the assumption of normal distribution required for a paired t-test. In each instance, the data was found to be normally distributed thus meeting the assumption.

Table 6: Shapiro-Wilk Normality Test

	W	p-value
Pre Survey	0.94957	0.1401
Post Survey	0.94945	0.1391

After confirming normality, a paired t-test was run in order to determine if the difference between pre and post survey averages was significant. The test was run as a two-tailed test with a 95% confidence level. The results of the paired t-test indicated that the difference between pre-intervention survey scores ($M = 32.75$, $SD = 4.98$) and post-intervention survey scores ($M = 35.16$, $SD = 4.93$) was significant ($t(31) = 8.71$, $p < .05$). Subsequently, a Cohen's d test was run to determine effect size in order to gauge the magnitude of the difference between pre and post survey averages. The results of the Cohen's d indicated a small, approaching moderate effect ($d = 0.49$). This indicates that while the change in pre and post intervention survey scores was statistically significant, the intervention had a small, bordering moderate effect on improving participants' knowledge and awareness of cannabis.

Table 7: Paired T-Test & Cohen's D

	n	M	Std Dev	t	Two-Tailed (df = 31, ci = 95%)		95% CI for Cohen's d		
					CV	p-value	d	Lower	Upper
Pre Survey	32	32.75	4.98	8.71	+/-2.0395	7.79E-10	0.49	0.37	0.60
Post Survey	32	35.16	4.93						

Youth Alive!

Youth Alive!'s programming is structured around two core components: *Teens on Target* (prevention) and *Pathways* (intervention). The prevention program operates in North County from August through May/June, aligning with the academic calendar. While the majority of participants are recruited and enrolled in August, new youth are accepted on a rolling basis throughout the school year. The violence prevention curriculum focuses on addressing the root causes of violence, including easy access to guns, drugs, and alcohol. The cannabis-specific curriculum, based on Stanford's Cannabis Toolkit, is delivered in a concentrated 1-2 week session during the spring.

Participant progress was intended to be tracked through several key metrics, including program start dates, attendance, dropouts, and successful completions. However, due to challenges related to data collection and management, significant gaps were identified in the data submitted for evaluation. Notably, data regarding services such as referrals, mentoring, and case management were not collected. Additionally, data on participant dropouts was not retained, making it difficult to accurately report on program completion rates.

These data limitations have impacted the ability to fully assess the outcomes of Youth Alive!'s program and underscore the need for improved data management practices in future evaluations.

Table 8: Youth Alive! Interventions and services 2021-2024					
Cohort	Year	Date of programming	Total students enrolled	Community Engagements	Student-led Violence Prevention workshops in East Bay
1	2021	4/1/21-6/30/21	42	71	37
2	2021-2022	7/1/21-6/30/22	67	53	66
3	2022-2023	7/1/22-6/30/23	95	39	114
4	2023-2024	7/1/23-3/31/24	75	66	91

Table 9: Youth Alive! Program enrollment and completion by age - Cohort 1	
Age	Total students enrolled
13-17	39
18-20	3

Table 10: Youth Alive! Program enrollment and completion by gender - Cohort 1	
Gender	Total students enrolled
Male	15
Female	26
Unknown /other	1

Table 11: Youth Alive! Program enrollment and completion by race – Cohort 1	
Race	Total students enrolled
Black/African American	23
Hispanic/Latino	
White/Caucasion	
Asian/Pacific Islander	
Other	19

Table 12: Youth Alive! Referral types – Cohort 1	
Referral type	Total students enrolled
School truancy	
Community Org	
Police/Law enforcement	
Self/family	42
Outreach	
Informal contact with law enforcement	
Court mandated	

Program Completion

Youth Alive! did not collect data on successful program completion.

Table 13: Youth Alive! Program completion (2021-2024)			
Cohort	Year	Date of programming	Total students enrolled
1	2021	4/1/21-6/30/21	42
2	2022	7/1/21-6/30/22	67
3	2023	7/1/22-6/30/23	95
4	2024	7/1/23-3/31/24	75

Identification, Referral, Engagement, and Retention of eligible youth who need services

Youth Alive! did not track data on youth who received services.

Provider staff participation and utilization of the Stanford Cannabis Toolkit

Youth Alive! staff were trained on the Stanford Cannabis Awareness and Prevention Toolkit, and they utilized a condensed version of the curriculum in their classes.

Union City Youth and Family Services

UCYFS delivered programming in South Alameda County to support the reduction of cannabis use among youth and young adults under 21. This programming was divided into three key components: (1) a youth cannabis education course, (2) community education forums, and (3) targeted outreach to high-need youth.

Similar to Youth Alive!, UCYFS encountered significant challenges related to data collection and management. Program staff confirmed that services were provided to youth at the beginning and end of each cohort, and that UCYFS offers a comprehensive range of support, including counseling, mentoring, direct case management, and access to a basic needs budget. Every participant had the opportunity to speak with a case manager to address individual needs.

However, during the project period, UCYFS lacked a formal case management system and relied on paper sign-in sheets to track program data. Many of these records were not retained following the departure of the program manager responsible for the grant, leaving current staff unable to provide reliable data on program completions, referrals, or services delivered.

Since then, UCYFS has implemented a Salesforce-based case management system to address these gaps and improve data tracking and reporting in future initiatives.

Program Reach

UCYFS was able to deliver four six-week cannabis education courses to youth living in South County (Union City, Newark, Fremont) using Stanford's Cannabis Awareness and Prevention Toolkit as the primary curriculum. While UCYFS had planned to have two cohorts per year - one in the fall and one in the spring, issues related to the COVID-19 pandemic and staffing reduced the number of cohorts they were ultimately able to complete.

Table 14: UCYFS Enrollment and completion 2021-2024						
Cohort	Year	Date of programming	Total students enrolled	Total students who completed program	Service referrals	
1	2023	Mid-July	9	9	n/a	

2	2024	March 19-27	21	19	n/a	Held concurrently with Cohort 3, but in different classroom
3	2024	March 19-27	15	15	n/a	Held concurrently with Cohort 2, but in different classroom
4	2024	January 18-February 15	11	10	n/a	Held concurrently with Cohort 5, but in different classroom
5	2024	January 18-February 15	11	11	n/a	Held concurrently with Cohort 4, but in different classroom

UCYFS was able to hold 4 Community education forums with a total of 164 participants.

Table 15: UCYFS Community Forums	
Date	Participants
5/12/2022	10
7/25/2023	23
1/18/24	39
2/26/24	92

Program completion

UCYFS used paper sign in sheets to track enrollment, and therefore, their program completion data is incomplete.

Identification, Referral, Engagement, and Retention of eligible youth who need services

UCYFS did not collect data on referrals to services.

Provider staff participation and utilization of the Stanford Cannabis Toolkit

UCYFS staff were trained on the Stanford Cannabis Toolkit and used it in the courses with students.

Training on the Stanford Cannabis Awareness and Prevention Toolkit

ACPD contracted with Stanford University to train the sub-grantee vendors and additional facilitators and educators in Alameda County on delivering the Toolkit curriculum. In total, Stanford's team conducted four trainings over two years with a total of 76 participants.

Table 16: Stanford's Cannabis Awareness and Prevention trainings in Alameda County		
Date	Workshop title	Registrants
8/19/21	Alameda Probation: Cannabis Use Among Youth: Awareness and Prevention	22
8/20/21	Alameda County HCSA: Teaching 3 Session Using the Cannabis Remote Learning Curriculum	22
10/21/21	Bonnie's Presentation to Alameda County Health Care Services Agency: Cannabis 101 Presentation	22
10/22/21	Alameda County Health Care Services Agency: Teaching 3 Sessions Using the Cannabis Remote Learning Curriculum	10
	Total	76

Participants represented several organizations (see List 1) and included individuals from a variety of roles, including health educators, clinicians, social workers, SUD counselors, nurses, case managers, program managers, violence prevention educators, and program coordinators.

List 1: Organizations represented in Cannabis Awareness and Prevention trainings:
CA School-Based Health Alliance
Fremont Youth & Family Services
City of Berkely Health Center
La Clinica
LifeLong Medical Care
La Familia Counseling
BAYAC
New Bridge
Project Eden
Eden Youth and Family Center
Tiburcio
Newark Memorial High School
UCSF Benioff Children's Hospital
Native American Health
Youth Alive
Union City Youth and Family Services

The turnout for the trainings was lower than anticipated, particularly among public school educators. Stanford staff suggested that this may have been due to the increased demands on school personnel, as they were managing students who required additional attention following a year and a half of remote learning. As a result, many teachers were unable to take on any extra commitments.

To address this, the training sessions were recorded and shared with providers and educators who were unable to attend. The recorded sessions remain accessible online, ensuring that the material continues to be available for future use.

Social Changery

A comprehensive media report outlining audience reach and engagement from the Cannabis Decoded social media campaign was delivered in January 2022 (see Appendix for details). Managed by The Social Changery, the campaign ran from October 11 to December 5, 2021, with the primary goal of driving traffic to the Cannabis Decoded website. Ads were placed across various platforms, including Instagram, TikTok, YouTube, and other media channels.

The campaign significantly exceeded initial performance targets. While the planned number of impressions was 1,740,196, the actual number reached 3,547,969, a 104% increase over expectations. A 15-second video featuring Cannabis Decoded branding against local Alameda County landmarks was created for distribution on YouTube and other platforms. The video had an impressive completion rate of 89%, indicating strong viewer engagement.

Key website metrics for the period of May 1 to November 30, 2021, were also reported (see Appendix for details). During this time, website traffic remained steady, with notable spikes during the campaign's active period. Nearly one-third of all sessions, and over one-third of website visitors, were from Alameda County or neighboring cities like San Francisco and San Jose. This geographic distribution reflects the campaign's localized reach, extending to nearby communities.

To keep up with evolving social media trends, TikTok was included in the Fall 2021 media strategy. This marked Cannabis Decoded's first paid media campaign on the platform. However, due to TikTok's community guidelines prohibiting cannabis-related content, there was a risk of the ads being flagged. As a contingency, alternative platforms such as Instagram were identified to ensure continued audience reach. As anticipated, the ads were flagged and removed from TikTok shortly after the campaign's launch in October 2021.

Despite the TikTok challenge, The Social Changery's media campaign was highly successful, surpassing performance goals, generating significant traffic to the Cannabis Decoded website, and engaging a broad audience across multiple platforms. The campaign's overall success was a testament to strong planning and adaptability, with impressive outcomes across other channels.

Table 17: Social Changery Deliverables				
Website resources	social media (675 posts, 413 followers, 3+ million impressions)	youth survey and report with recommendations	8 week media buys (digital marketing, youth and young adults 14-16)	website analytic reports (12,766 total users from CA; 15, 302 unique sessions; 8, 563 users from Alameda Metro Area)
suicide prevention	Cannabis facts	Survey 1: May 17-July 5, 2021 (462 responses)	October 2021- November 2021	May 1, 2021 - Nov 30, 2021
substance use treatment	resources and tips for improved mental health	Survey 2: April 25-May 30, 2022 (460 responses)	October 2022- December 2022	Dec 1, 2021- April 30, 2022

parent resources	local resources			May 1, 2021-November 30, 2022
youth leadership	motivational quotes			Dec 1, 2022-April 30, 2023
legal help				
mental health				
pregnancy resources				

Table 18: Youth Surveys	
Date	Responses
Survey 1: May 17-July 5, 2021	462
Survey 2: April 25-May 30, 2022	460

Table 19: Paid social media					
	Instagram Instant Ad Experience	Instagram Interactive Story	TikTok Advertising	Display Advertisement	Display Radio and Shaker Ad
Total impressions	736,057	802,628	659,774	2,474,569	2,714,325
Total engagements	1113	1177	1366	-	4698
Total click through rate	-	0.15%	0.21%	0.37%	-
Listen through rate	-	-	-	-	98.10%

CannabisDecoded.org Social Media Campaign

The Cannabis Decoded media campaign had two primary goals: (1) to raise awareness among Alameda County youth, young adults, parents, and adults about CannabisDecoded.org as a trusted source for cannabis-related information, and (2) to increase the number of youth and young adults in Alameda County who choose not to use cannabis.

The campaign ran from April 1, 2021, to April 30, 2023, and delivered several key outputs, including website resources, social media content, youth surveys with recommendations, and media purchases. The website featured a variety of resources covering topics such as suicide prevention, substance use treatment, parent resources, youth leadership, legal assistance, mental health, and pregnancy support. Over the course of the campaign, there were 675 social media posts, 413 followers, and more than 3 million total impressions. Social media content focused on providing cannabis facts, mental health tips, local resources, and motivational quotes.

The Social Changery conducted two youth surveys as part of the campaign, each producing reports with valuable insights and recommendations. The first survey, conducted from May 17 to July 5, 2021, received 462 responses, while the second survey, conducted from April 25 to May 30, 2022, garnered 460 responses. Key findings from the surveys included:

- The most common sources of cannabis-related information were teachers/classes, friends, dispensaries, and online searches.
- Youth expressed a need for more information about the physical and mental effects of cannabis use, as well as general facts, research, and cannabis-related information.
- The most frequently used social media platforms were YouTube, Instagram, and TikTok.
- Youth were most engaged with social media content related to humor/memes, music/pop culture, beauty/fashion, and health/wellness.
- Additionally, youth expressed interest in finding information about jobs, age-appropriate activities and events, and educational support, such as help with applying to college.

The Social Changery also executed two 8-week digital media advertising campaigns: one from October to November 2021 and another from October to December 2022. These ad buys were strategically designed to reach youth where they spend their time online, allowing for customization, precise targeting, and real-time monitoring to maximize engagement. The ads were aimed at youth and young adults, particularly those aged 14-16, with the objectives of increasing the number of young people choosing not to use cannabis and promoting CannabisDecoded.org as a trusted cannabis resource.

Outcomes

Table 20: Campaign results			
	2021	2022	total
total impressions	3,547,969 (104% Bonus)	7,438,558 (198% Bonus)	10,986,527
total click through rate	.25% (0.8% industry standard)	.28% (.08% industry standard)	

In 2021, the campaign resulted in 3,547,969 total impressions, which indicates a 104% Bonus (the amount of impressions over what was anticipated), a .25% Click Through Rate (.08% is the industry standard).

In 2022, the campaign resulted in 7,438,558 total impressions, which indicates a 198% Bonus (the amount of impressions over what was anticipated), a .28% Click Through Rate (.08% is the industry standard). Together, the two campaigns reached a total of 12,766 unique users with 15,302 unique sessions with 8563 from Alameda County.

Discussion of Results

Despite the small sample size of matched pre- and post-survey submissions, the available data demonstrate that the curriculum successfully increased participants' knowledge about cannabis and raised awareness of its potentially harmful effects. The survey data also revealed that the programs enhanced participants' understanding of the community resources available to them. Unfortunately, due to the limited data collected by subcontractors, it was not possible to conduct a more rigorous evaluation of the cannabis education and prevention programming provided by Youth Alive! and UCYFS, as originally planned.

Furthermore, anecdotal evidence from interviews with subcontractor staff indicated that the interventions were effective in increasing youth knowledge about cannabis and subtly shifting their perceptions of its risks. Staff reported positive changes in how participants viewed cannabis use, suggesting that the programs had a meaningful impact despite the data limitations.

Additional significant impacts were observed through metrics from Social Changery's media campaign, which reached a broad audience, as well as from Stanford's training efforts. These trainings equipped educators, facilitators, and service providers—key individuals who work directly with youth in the county—with valuable knowledge and resources.

The accomplishments highlighted below, drawn from interviews with subcontractor staff and quarterly reports, reflect the project's broader impact beyond what could be captured through pre- and post-survey data.

Accomplishments

The project achieved several key milestones that laid the groundwork for improved cannabis education interventions among youth in the county.

- **Reaching Youth via Social Media:** Social Changery's social media campaign successfully engaged a wider youth audience than anticipated, demonstrating higher-than-expected click-through rates and engagement levels. This suggests a strong demand for accurate information about cannabis, including its uses and associated risks.
- **Training for Educators, Facilitators, and Service Providers:** Stanford University's team, led by Professor Bonnie Halpern-Felsher, effectively trained 76 educators, facilitators, and service providers on the Cannabis Awareness and Prevention Toolkit. The participation of subcontracts, UCYFS, and Youth Alive! highlighted the demand for reliable information and effective strategies for teaching youth about cannabis's harmful effects. Nearly all Union City Youth & Family Service staff were trained, enhancing their capacity and awareness. The widespread utilization of Stanford's toolkit ensured standardized, accurate programming on cannabis use. Data from Stanford's pre- and post-surveys indicated a positive shift in awareness and understanding of cannabis facts among participants.
- **Promoting Youth Leadership:** During their program intervention, Youth Alive! developed fully trained youth leaders who presented middle school sessions on violence prevention and cannabis use. These youth facilitated discussions, creating a safe

environment for middle school students to engage and share personal experiences. Positive feedback from middle schools such as Aurum (District 6) and Montera (District 4) led to requests for additional workshops. One youth leader was invited to speak at the California State Capitol for a rally organized by March For Our Lives, while another represented TNT in a focus group for Project Unloaded, which focuses on gun safety and violence prevention.

- **Media Recognition:** Local news organization Oaklandside featured youth leader Xavier Tillery in its quarterly Culture Makers series, showcasing how Oakland youth shape their community's future. Additionally, CBS interviewed Sierra Taylor, another youth leader, about her experiences with daily gun violence and her role in the solution during her tenure with TNT.
- **Continuous Learning and Networking Opportunities:** Students not only learned about substance use awareness but also gained skills in classroom management and discussion facilitation, fostering independence. In October, two TNT youth moderated a panel at the Brady Campaign's first in-person California Summit after the pandemic, engaging with community leaders. Furthermore, Davyonna spoke at a local town hall organized by City Councilmember Treva Reid, discussing youth safety with elected officials.
- **Youth Retreat for Networking:** On November 10th, Youth Alive! organized its annual TNT retreat, fostering connections among youth leaders from three high school sites. Participants engaged in team-building activities and advocacy role-play, culminating in a festive celebration.
- **Cultivating Local Partnerships:** Thirty Teens in Training youth leaders collaborated with Vision Quilt for eight weeks of workshops that raised awareness of gun violence through art, poetry, and music, concluding with an art exhibition that allowed students to express their perspectives on community violence.
- **Capacity Building:** UCYFS began adopting a new database system to enhance data collection, organization, and reporting, supporting compliance with reporting requirements and informing program improvement efforts.
- **Securing Additional Funding for Cannabis Education:** The City of Union City allocated an additional \$31,000 from local marijuana tax revenues for cannabis education. This funding enabled an increase in staffing, improving outreach capacity and expanding the project's reach.

These accomplishments demonstrate the project's successful impact on youth cannabis education and its broader implications for community engagement and advocacy.

Insights & learning

The project also resulted in important insights and learning for ACPD and its partners. The challenges of the project with respect to data collection and survey implementation highlighted the importance of project management as well as vendor/subcontractor capacity building in the areas of data collection, data management, and survey implementation.

The need for consistent project management over the life of the project

The unique circumstances of the COVID-19 pandemic, and the delays it caused, highlighted the need for consistent project management throughout the project's lifespan. A project manager could identify capacity issues and help subcontractor's address them to facilitate improved data collection and survey implementation.

The need for strengthening and supporting data collection and survey implementation processes for subcontractors.

One critical area of learning was related to overcoming challenges in collecting and managing data required to conduct an evaluation of programs. Future grant-funded projects may benefit from training and technology support to vendors who lack database systems to collect accurate information on participants, along with investment in more reliable systems to ensure that future evaluations are based on comprehensive and accurate data. This may include reviewing existing data systems, identifying data collection needs, and building new strategies for operationalizing data collection given vendor's existing systems.

APPENDIX

- 1) Social Changery Media Campaign Metrics
- 2) Union City Youth and Family Services presentation

[*]DECODE

[Who is The Social Changery?]



The Social Changery strives to ensure that all people, regardless of circumstance or background, have equitable opportunities for educational, health and economic success.

We are 100%, unapologetically here to advance the health, dignity and rights of all people.

HISTORY OF [CANNABIS] DECODED

A BAY AREA INITIATIVE INITIATED BY SAN MATEO COUNTY

Expanded throughout California:

- Monterey County
- Sonoma County
- Marin County
- Alameda County
- San Bernardino County
- City of Sacramento
- Redwood City





Oregon: Stay True to You



Washington: Listen 2 Your Selfie

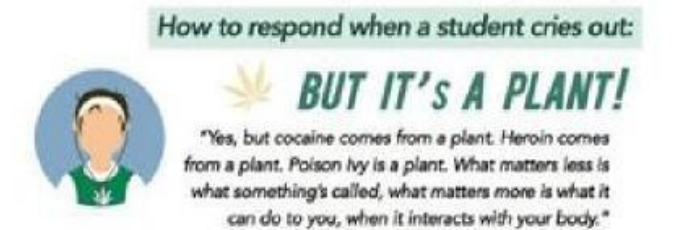


Colorado: Protect What's Next



Colorado: Good to Know (adults)

National and State Campaign Audit Snapshot



WHAT IS
[CANNABIS] DECODED?



PEOPLE WHO WANT YOU TO BUY THEIR STUFF TELL
YOU ONE THING ABOUT WEED AND PEOPLE WHO
DON'T WANT YOU TO USE TELL YOU SOMETHING ELSE.
DON'T TRY TO SEE ME OR SCARE ME.
JUST GIVE ME THE FACTS.

SAMANTHA, 16

[Cannabis] Decoded is . . .

NO MORALIZING.

NO JUDGMENTS.

NO SALES PITCHES.

[Cannabis] Decoded gives young people the facts and tools they need to make healthy, informed decisions.



WHEN I WAS GETTING HIGH I THOUGHT I WAS
HAVING A GOOD TIME. BUT WHAT I STARTED TO
REALIZE IS I WAS ACTUALLY MISSING OUT ON A
LOT. I MISSED THE VERSION OF MYSELF THAT
WAS ACTIVE AND EXCITED ABOUT STUFF.

TARYN, 16

[] DECODED

[FOR PARENTS]

ADDITIONAL RESOURCES

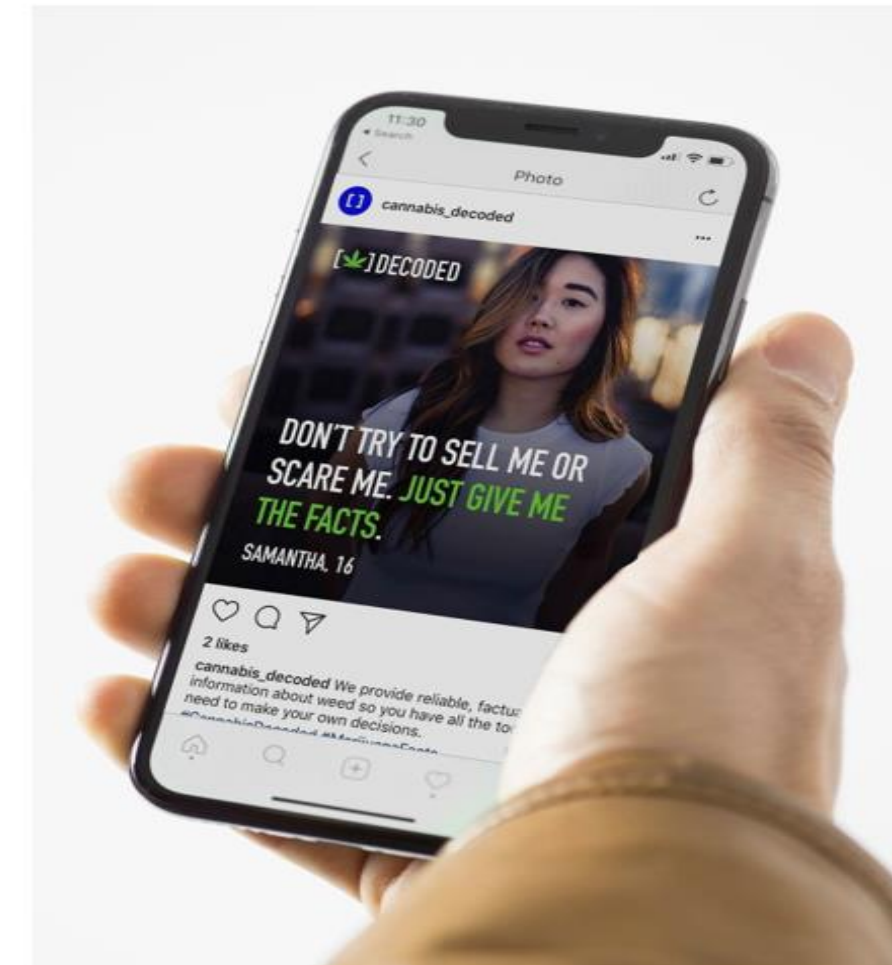
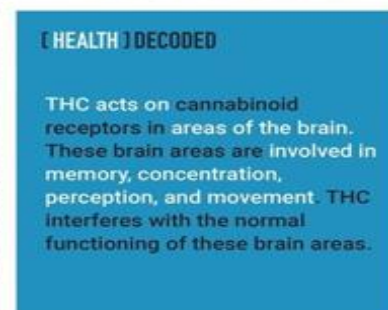
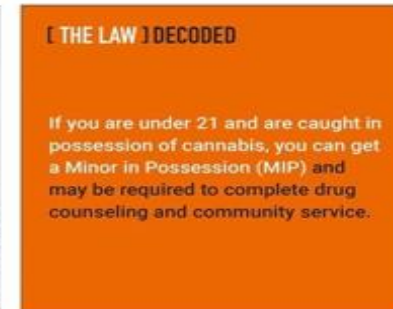
- [What Parents and Mentors Need to Know about Cannabis \(PDF\)](#)
- [The Health Effects of Cannabis and Cannabinoids \(PDF\)](#)
- [Tween Handout \(PDF\)](#)
- [Teen Handout \(PDF\)](#)
- [Young Adult Handout \(PDF\)](#)
- [Parent Handout \(PDF\)](#)



I WANT TO ENCOURAGE MY KIDS TO DELAY CANNABIS USE AS LONG AS POSSIBLE. I WANT TO GIVE THEM FACTS SO THEY CAN UNDERSTAND THE RISKS, AND WHY DELAYED USE IS IMPORTANT, WITHOUT THEM FEELING LIKE I'M TALKING DOWN TO THEM.

GABE, PARENT OF A 12- AND 17-YEAR-OLD

[] DECODED



[] DECODED

[

ALAMEDA COUNTY

PROP 64

Overview

1



Timeline:

April 1, 2021 – April 30, 2023

- Social Media
- Youth Survey and Report with Recommendations
- Media Buys
- Website Analytic Reports

Deliverables:

* Website Resources

Website Resources



Resources Added:

- Suicide Prevention
- Substance Use Treatment
- Parent Resources
- Youth Leadership
- Legal Help
- Mental Health
- Pregnancy Resources

Social Media

- Cannabis Facts
- Resources and Tips for Improved Mental Health
- Local Resources
- Motivational Quotes



SUICIDE PREVENTION RESOURCES IN ALAMEDA COUNTY

CRISIS SUPPORT OF ALAMEDA COUNTY

1-800-309-2131

<http://www.crisissupport.org>

SUBSTANCE USE TREATMENT RESOURCES IN ALAMEDA COUNTY

CITY OF FREMONT YFS

ADOLESCENT OUTPATIENT (up to 21)

CITY OF FREMONT YFS

MONDAY - FRIDAY 9 AM-6 PM

(510) 574-2100

<https://fremont.gov/246/Youth-Family-Services-Counseling-Program>

Analytics

- 675 Posts
- 413 Followers
- Over 3 Million Impressions





Youth Survey

SURVEY 1: May 17 - July 5, 2021

462

RESPONSES

SURVEY 2: April 25 - May 30, 2022

460

RESPONSES

KEY RESULTS:

- Top sources of information on cannabis included: classes, teachers, friends, dispensaries, and online searches
- Indicated a need for additional information about the physical and mental effects of cannabis use and facts, information and research on cannabis
- YouTube, Instagram, and TikTok were indicated as the most frequently used social media platforms.
- Engaged most with humor/memes, music, pop culture, beauty/fashion, and health/wellness content on social media.
- Indicated wanting information about finding a job, finding fun activities and events for youth their age and support with education (such as applying for college).

Media Buys

Overall Campaign Goals

- Increase the number of youth and young adults in Alameda County that make the choice to not use cannabis.
- Alameda County youth and young adults will be aware of and visit Cannabisdecoded.org as a trusted resource for information about Cannabis.

Target Segment

Youth and young adults with a focus on ages 14-16

Strategies

Digital Marketing

Timeline

8 weeks media buys

October 2021 – November 2021

October 2022 – December 2022

Digital Media Ad Buys 101

Types of media

- Traditional: Radio, Billboards, Television
- Digital: Social Media, Digital Radio, Display Ads, SEO, Pre-Roll Video

Decoded focuses on digital ads:

- Meet youth where they are
- Allows for customization and more precise targeting
- Able to better track engagement and response to messaging
- Use data from multiple counties to optimize the campaign
- Real time monitoring to tailor and optimizing the campaign

Key Terms:

- Impressions – The number of people who saw the ads
- Engagements – the number of people who interacted with the advertisement
- Clicks – The number of times an individual clicked through to the website or social media channel from an ad
- CTR: Percentage of impressions that became clicks (Benchmark is 08%)

Digital Media Ad Buys 101

Types of media:

- **Traditional:** Radio, Billboards, Television
- **Digital:** Social Media, Digital Radio, Display Ads, SEO, Pre-Roll Video

Decoded focuses on digital ads:

- Meet youth where they are
- Allows for customization and more precise targeting
- Able to better track engagement and response to messaging
- Use data from multiple counties to optimize the campaign
- Real-time monitoring to tailor and optimize the campaign

KEY TERMS:

Impressions: The number of people who saw the ads

Engagements: The number of people who interacted with the advertisement

Clicks: The number of times an individual clicked through to the website or social channel from an ad

CTR: Percentage of impressions that became clicks (Benchmark is .08%)

Campaign Results

2021:

Total Impressions:

3,547,969 (104% Bonus)

Total Click Through Rate:

.25% (.08% industry standard)

2022:

Total Impressions:

7,438,558 (198% Bonus)

Total Click Through Rate:

.28% (.08% industry standard)

10,986,527

TOTAL IMPRESSIONS

PAID SOCIAL MEDIA — INSTAGRAM

INSTAGRAM INSTANT AD EXPERIENCE

Creates a website like experience, providing content directly within the advertisement on individuals Instagram feeds. Young people were provided with two pathways to choose from 'Health' or 'Impact' Decoded.



TOTAL IMPRESSIONS:

736,057

TOTAL ENGAGEMENTS:

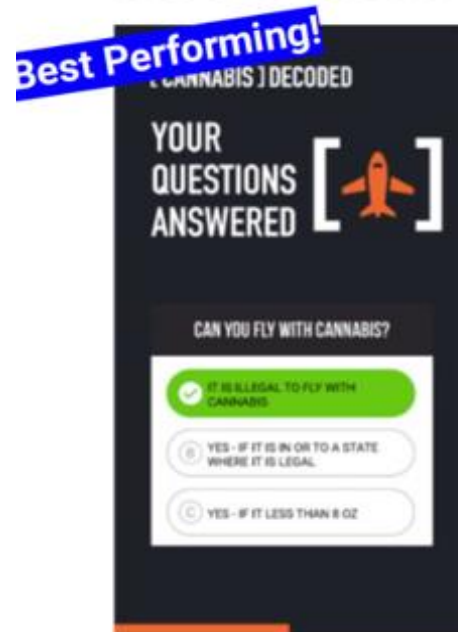
1,113

PAID SOCIAL MEDIA – INSTAGRAM

INSTAGRAM INTERACTIVE STORY

Interactive ads, containing a polling sticker, were served in Instagram Stories providing an engaging and playful opportunity to connect with youth. Young people were provided with two different polls.

V1: FLY WITH CANNABIS



Impressions:
445,203

CTR: .15%

V2: HYPEREMESIS



Impressions:
357,481

CTR: .14%

TOTAL IMPRESSIONS:
802,628

TOTAL ENGAGEMENTS:
1,177

PAID SOCIAL MEDIA – TIK TOK

TIKTOK ADVERTISING

Two video advertisements were placed on TikTok targeting youth and young adults.

TOTAL IMPRESSIONS:

659,774

TOTAL CLICKS:

1,366

V1: CANNABIS Q'S



Impressions : 423,108
CTR: .21%

V2: VAPING



Impressions: 236,666
CTR: .20%

DISPLAY ADVERTISEMENT

Display advertisements were utilized to increase the frequency of exposure of cannabis decoded messaging and branding amongst our our intended audience. Contextual targeting was used to serve ads to people who have visited our campaign websites or consumed content about related topics (e.g. cannabis).

V1: DAB



Impressions :
1,202,159

CTR:
.36%

V2: OD



Impressions :
1,149,911

CTR:
.32%

TOTAL IMPRESSIONS:

2,474,569

TOTAL CLICK THROUGH RATE:





.37%

DIGITAL RADIO AND SHAKER AD

Digital radio advertising was used to stream commercials on digital radio products such as: Pandora and Spotify. This allowed us to interact with our target audience no matter what music channel they listen to. A mobile shaker ad accompanied the radio advertisement, this was included in order to increase engagement and impressions with our target audience.

TOTAL COMPLETES:
2,714,325

LISTEN THROUGH RATE:
98.10%

V1: FEMALE	V2: MALE
	
Shakes: 13,722	Shakes: 2,151
Engagements: 3,068	Engagements: 1,630
	

Website Analytics

Reporting Dates:

- May 1, 2021 – November 30, 2021
- December 1, 2021 – April 30, 2022
- May 1, 2021 – November 30, 2022
- December 1, 2022 – April 30, 2023 (*to be delivered*)

12,766

Total Users from California

15,302

Unique Sessions

8,563

Users from Alameda Metro Area



Prop 64

Cannabis Awareness Program



Our Mission

To provide effective, high-quality, and innovative services that prevent and intervene in youth violence by addressing the underlying issues that contribute to the violence

Our Values

- ✓ Help our community discover and achieve their goals at every step
- ✓ Inspire hope and empower families
- ✓ Offer compassion for families in their time of need
- ✓ Value and respect everyone's unique and diverse stories and background



Our Services



- ✓ Life Skills & Supportive Services
- ✓ Civic and Social Engagement
- ✓ Mentoring
- ✓ Cannabis Awareness
- ✓ Diversion
- ✓ Counseling
- ✓ Crisis Support
- ✓ Outreach
- ✓ Restorative Justice
- ✓ Case Management





| Prop 64 Background

- Adult-use cannabis was legalized in California when voters approved Proposition 64 in 2016
- Prop 64 made it legal for adults 21 years of age and older to possess, buy, and grow cannabis for non-medical purposes.
- The legislation went into full effect in Alameda County on January 1, 2018



| Prop 64 Background

- Subcommittee was created to examine how the passage of Prop 64 would impact Alameda County
- Outcomes of assessments by Subcommittee: 1. (many) Youth use cannabis to cope with stress, anxiety, depression, and trauma 2. (youth) Lack safe space to talk about cannabis and are unaware of prevention, education, and treatment programs. 3. (many youth) Find abstinence-only messaging ineffective.
- In 2020, The County of Alameda requested and received funding to implement a multi-pronged intervention that combines juvenile prevention and intervention programming with awareness campaigns to reduce the use of cannabis among youth and young adults in Alameda County.
- ACPD will subcontract with community-based service providers in North County (Oakland) and South County (Union City) to implement cannabis prevention and intervention programming for juveniles. ACPD will also contract with a social marketing firm to design and implement a cannabis awareness social media campaign and with an academic institution to train youth-serving agencies in cannabis education curriculum

Cannabis Education Program





3 Components



Outreach

Identify youth who need cannabis use intervention services



Forums

Deliver seven community forums to raise awareness about adolescent cannabis use and consequences of cannabis use.



Groups

Provide seven groups, six weeks each on cannabis education to youth in the Tri-Cities.



Outreach

- Description of Service: Youth identified as needing cannabis use intervention services will be referred to contractor's internal and external network of providers that deliver services including individual counseling, case management, civic engagement, mentoring, diversion, life skills, crisis support, and parent/caregiver support.
- Targeted number of youth served: 87

Annual YFS Events

Our Lady of the Rosary Festival

St. Anne's Festival

Local School Events

UC Culture Fest

National Night Out

Alameda County Resource Fair

Events Hosted at Studio 11

Back to School Night

Events are advertised on City social media pages

YFS Scheduled Meetings

District COST/SARB Meetings



On campus 1:1



Police Partnership Meetings



Community Partnership Meetings





Forums


- ✓ 7 Forums
- ✓ 20 Participants
- ✓ Serving Union City, Newark & Fremont

Future Forums


- ✓ Kennedy Center
- ✓ Midpen Housing
- ✓ City Council Meetings




Forum Flyer




THE CITY OF UNION CITY YOUTH & FAMILY SERVICES (YFS) IN PARTNERSHIP
WITH ALAMEDA COUNTY PROBATION DEPARTMENT PRESENTS



CANNABIS AWARENESS



MAY 11, 2022
6:00 PM-7:00 PM
*Please arrive 15-20 minutes
early to sign-in*



**SEARLES ELEMENTARY
SCHOOL CAFETERIA**
33629 15TH STREET
UNION CITY, CA 94587

This presentation will cover the impact of adolescent drug use to health, academics, and public safety. Youth and Families will be able to identify the signs and symptoms of drug use. In addition, parents and caregivers will increase their ability to have real conversations with youth about drug use.


Light snacks and refreshments will be provided. Childcare will be provided to 3-12 year olds if needed.

MEET THE FACILITATOR:


David Sarinana is currently the Lead Outreach Worker with the City of Union City Youth and Family Services. He has 14 years of experience providing Human Services to Youth and Families in the East Bay. He spent 9 years working in Oakland California as Program Supervisor in the Men's Residential and Adolescent Treatment Program.

He was raised in Hayward California and attended New Haven Unified School District Schools in Union City. He's also a Certified Alcohol and Drug Counselor (CADCI) through the California Consortium of Addiction Programs and Professionals (CCAPP) His lived experience and education have given him the positive perspective working with youth.

He believes that every youth deserves a second chance at life.



TO REGISTER SCAN OR VISIT:
[HTTPS://SECURE.EC1.COM/CA/UNION-CITY-COMMUNITY-AND-RECREATION-SERVICES/CATALOG?FILTER=C2VHOMINOPE2NUIX00C=](https://secure.ec1.com/ca/union-city-community-and-recreation-services/catalog?filter=C2VHOMINOPE2NUIX00C=)



FOR MORE INFORMATION CONTACT:
David Sarinana (510) 675-5824



*The following slides
are part of the forum
presentation*

(Slides 15-34)

Cannabis Awareness Community Forum

Presented by David Madrid, Youth Services Specialist (UCYFS)



Cannabis Awareness Community Forum

Overview for the day:

Cannabis 101:

- Question & Answer?
 - Some Reasons why youth use
- (Break)

Method of Use:

- Smoking, Vaping & Edibles
 - THC Concerns
- (Break)

Health Effects

- Understanding Addiction as a Disease (Video)
- Defining your Dopamine

Closing, Info about UCYFS & CAP





Cannabis 101: Weeding Thru Opinions



STANFORD
UNIVERSITY

stan.md/capt

© Stanford University



Brainstorm

What have you heard
about cannabis?

Brainstorm

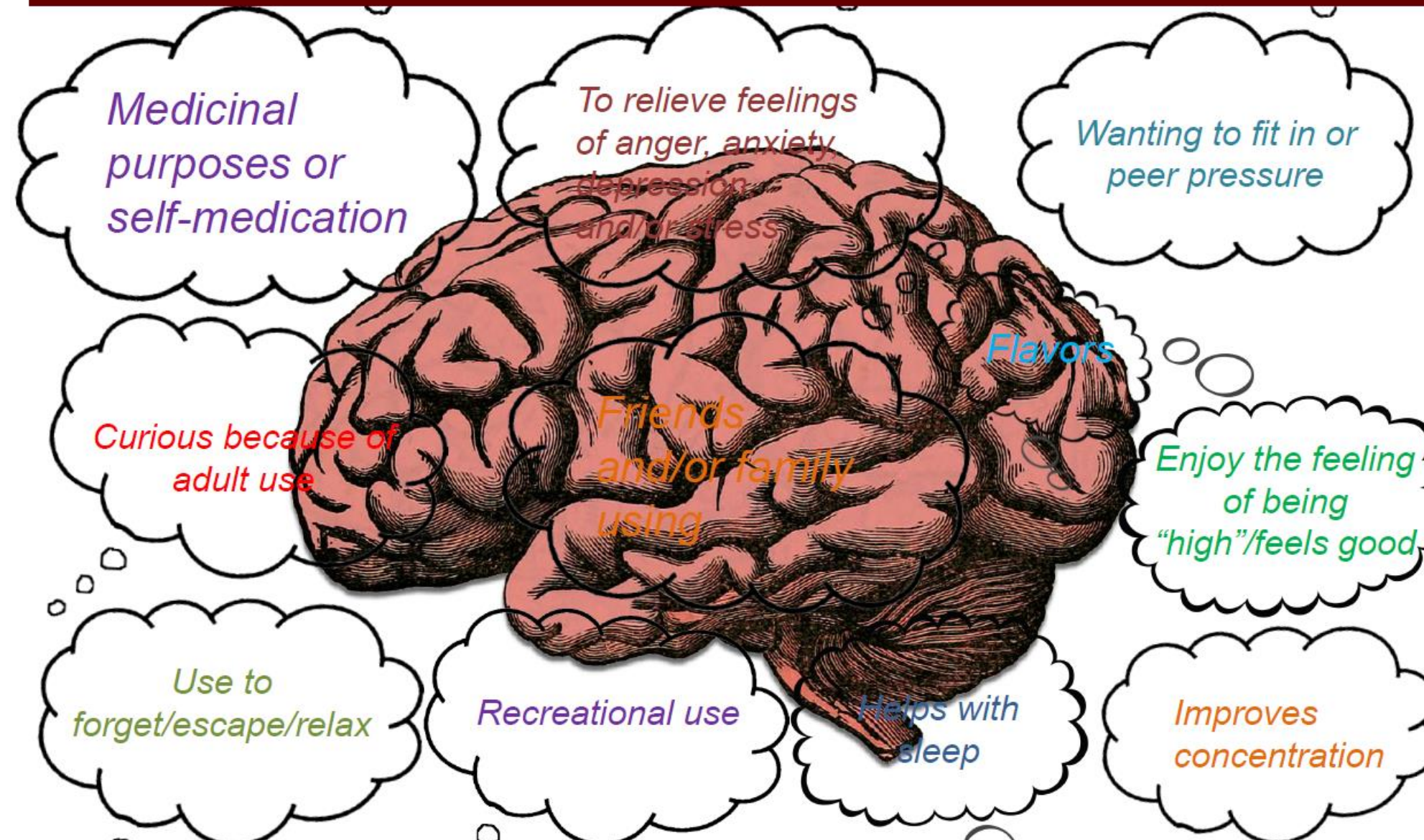
What do you want to know
about cannabis ?

Brainstorm

A decorative horizontal bar with a dark red segment on the left and a light blue segment on the right, positioned below the title.

Why do some young
people choose to use
cannabis?

Some Reasons

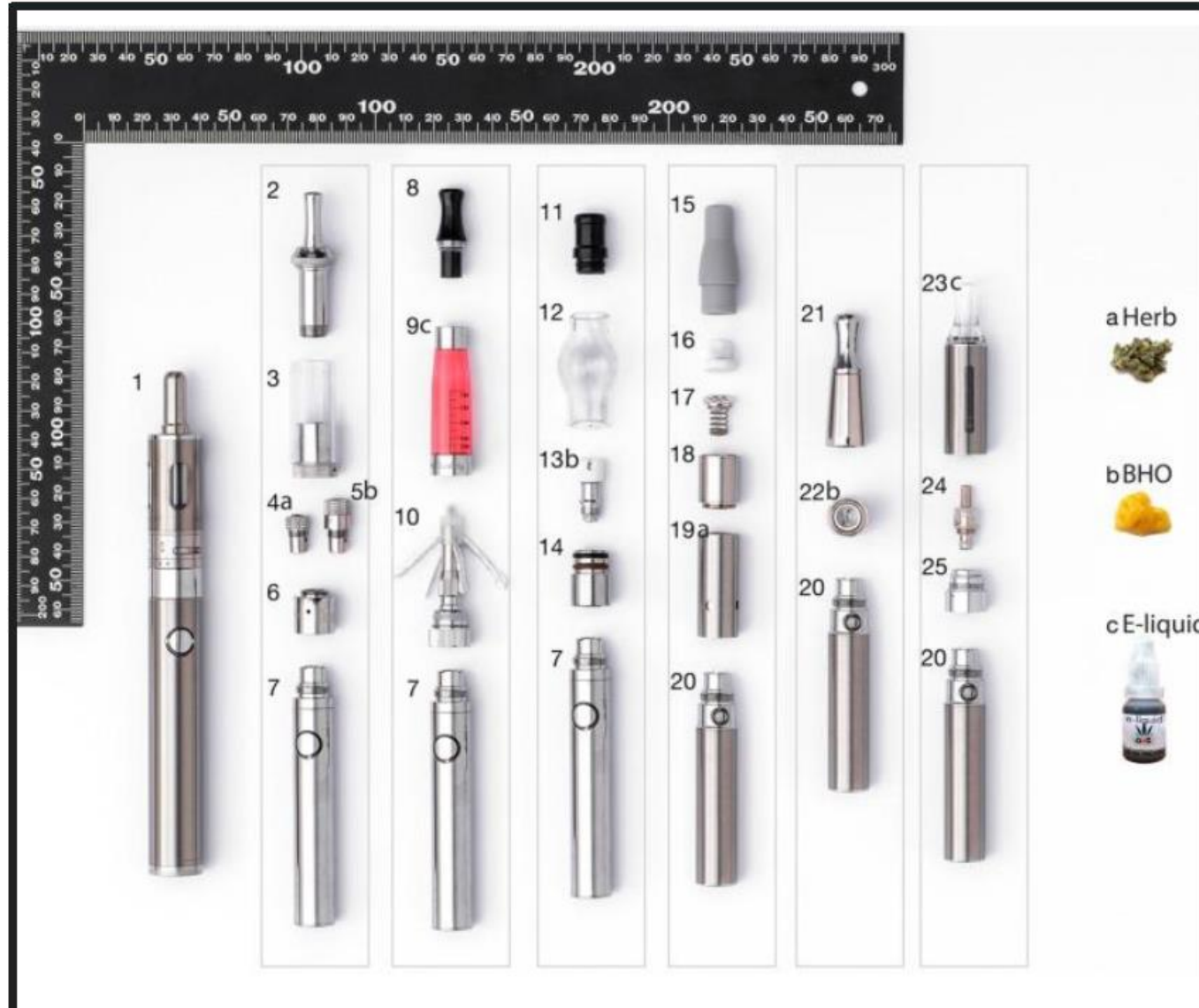


Smoking Cannabis: Joints, Blunts, & Spliffs



- Joint: cannabis flower in a thin paper made for rolling cigarettes
- Blunt: cannabis flower in cigar tobacco leaf
- Spliff: cannabis flower and tobacco wrapped together in a thin paper
- 5-10 seconds to feel the effect
- High lasts 30 minutes to several hours
- THC concentration depends on cannabis

Aerosolizing or “Vaping”



- THC concentrate is aerosolized
- 5-10 seconds to feel the effect
- High lasts 30 minutes to several hours
- THC concentration depends on liquid; often mislabeled
- Not harmless

Edibles

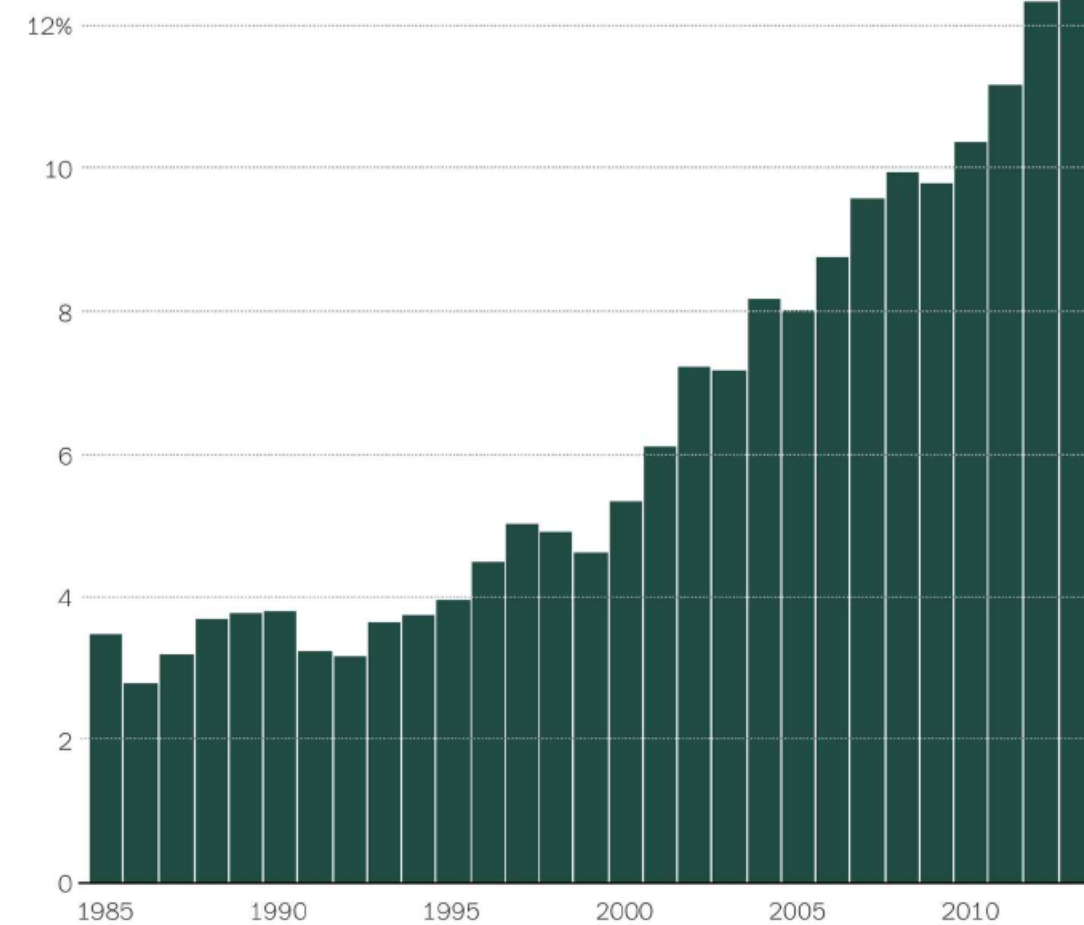


- Cannabis infused foods and drinks
- 20 min – 2 hours to feel the effects
- High typically lasts for hours
- THC concentration varies greatly and is difficult to measure accurately
- Very easy to over consume

THC Concerns

Weed is getting stronger

Average THC percentage in federal seizures of imported marijuana, 1985 – 2013

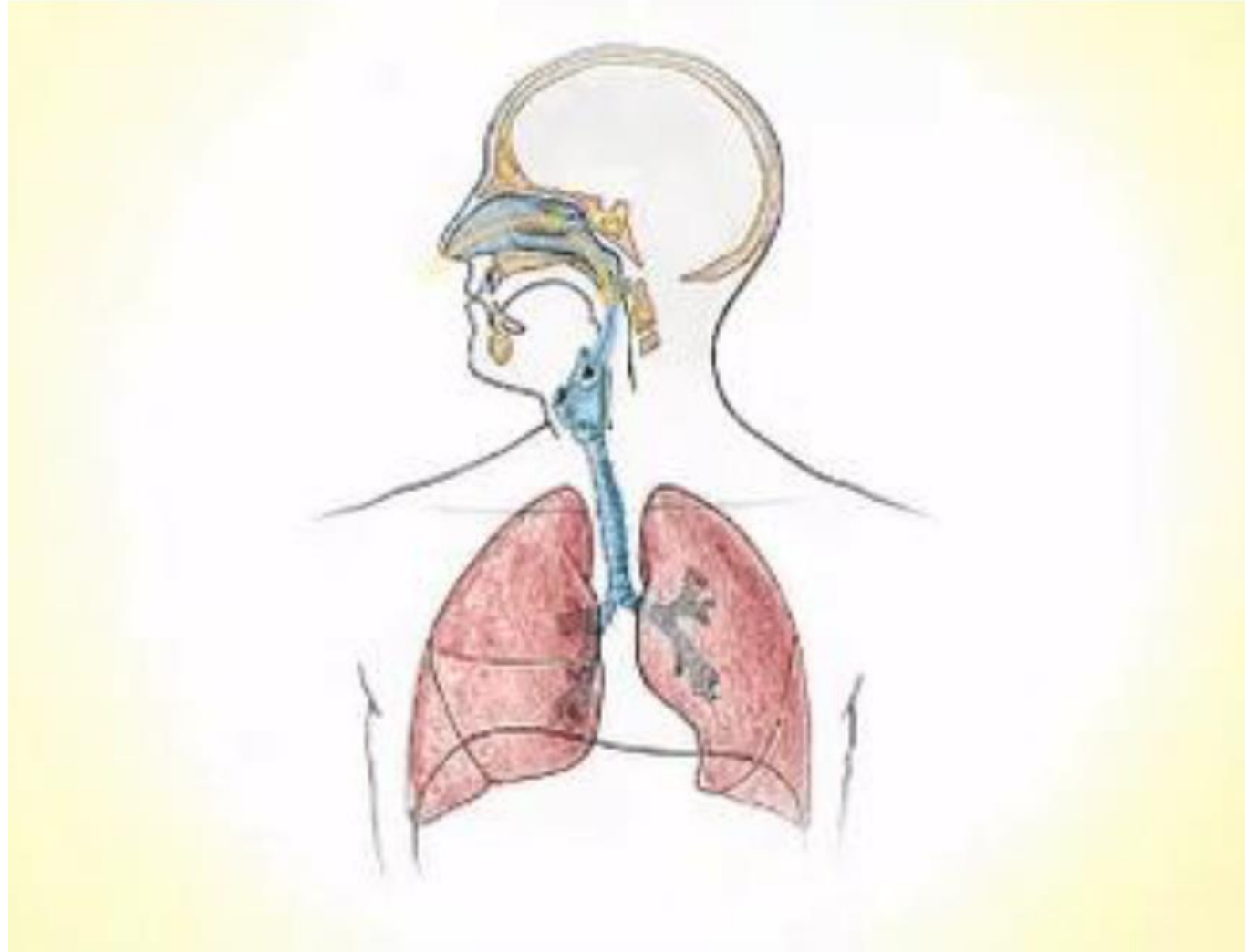


WASHINGTONPOST.COM/WONKBLG

Source: White House Office of Nat'l Drug Control Policy

- Different methods, different risks
- Difficult to determine the amount of THC being consumed
- THC negatively impacts brain development

Inhalation



- Smoke is inhaled deep into the lungs
- Damages the respiratory system
- Blunts and spliffs introduce nicotine, which is extremely addictive
- “Vaping” cannabis is not a safe alternative

Edibles



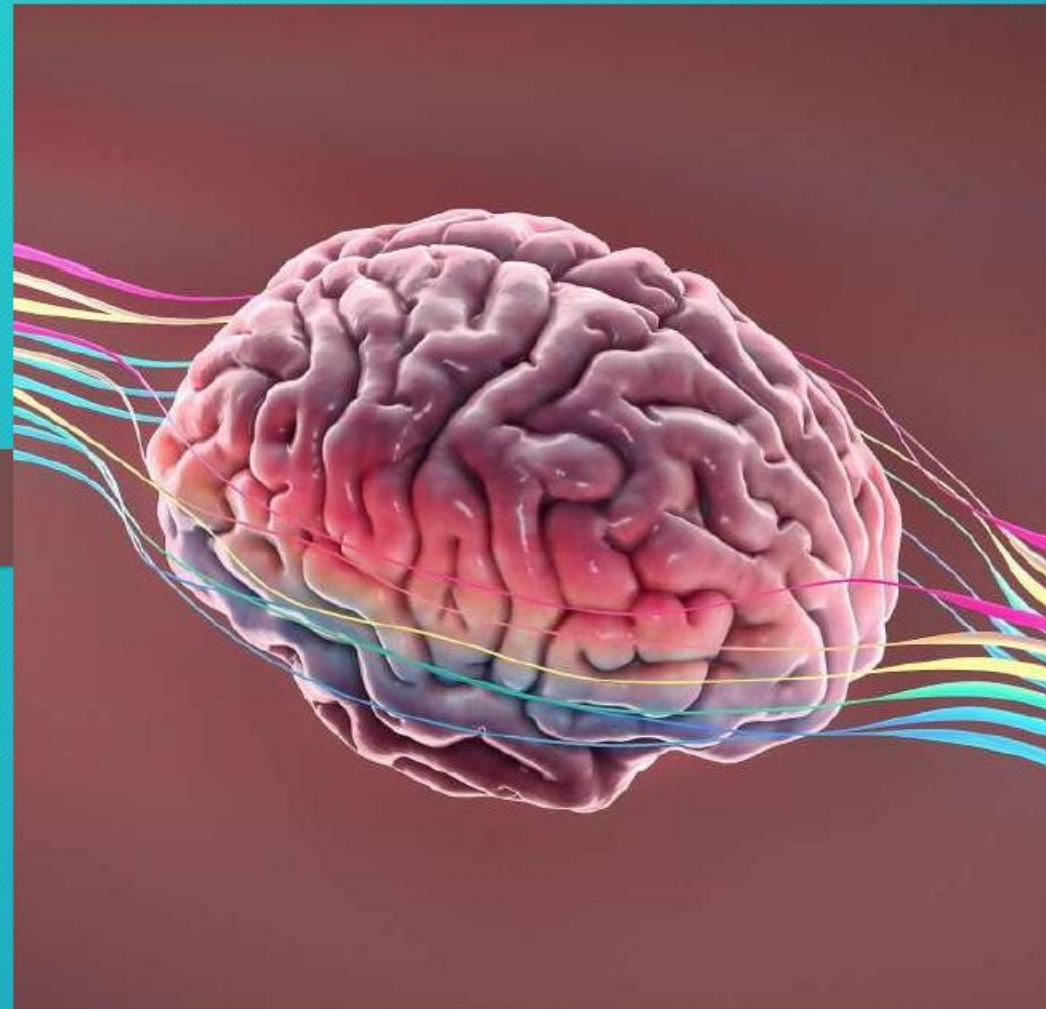
- Takes longer to feel their effects
- One serving of an edible can vary in amounts of THC
- One serving size can vary
- Different experience
- No way to "sober up"
- Almost impossible to know how much THC is in them

Understanding Addiction as a Disease (Wait21)

stan.md/capt

Dopamine

stan.md/capt






Dopamine causes you to experience pleasure.

Your brain uses dopamine to teach your body what is good for you or important for survival.

Drugs don't benefit your health or survival, yet they fool your brain into releasing dopamine.

Key Take-aways

	<p>Dopamine causes you to experience pleasure.</p> <p>Your brain naturally fires more dopamine when doing activities that are important for survival.</p>
	<p>Cannabis and other drug use as a teen can:</p> <ul style="list-style-type: none">• Lower how much dopamine is produced (aka feel less pleasure)• Hijack the survival hierarchy by telling the brain cannabis is necessary for survival <p>By 21, your survival hierarchy is less likely to be hijacked because brain development is almost done.</p>
	<p>By 21, it's also more difficult to remove harmful substances from your survival hierarchy</p>
	<p>Protect and pursue your potential! Use your teen years to define your dopamine and your hierarchy of survival and success. You can decide whether or not you want to use cannabis once your brain is done developing.</p>

Youth & Family Services

Mission Statement: To provide effective, high-quality, and innovative services that prevent and intervene in youth violence by addressing the underlying issues that contribute to the violence in our community.

- **UCYFS Services:**

- Counseling
- Case Management
- Mentoring

Decoto Resource Center
505 H Street
Union City, CA 94587

Kennedy Youth Center
1333 Decoto Rd.
Union City, CA 94587



Prop 64 Cannabis Awareness

- 1. learn basic information about all cannabis/marijuana products;
- 2. understand how their brain develops, and how cannabis/marijuana influences this development;
- 3. identify ways of how using cannabis/marijuana can interfere with the development of life skills all adolescents need to be learning now;
- 4. process how using cannabis/marijuana can get in the way of finding out what can bring them pleasure;
- 5. explore who they are and what they like, as alternatives to cannabis/marijuana use;
- 6. learn why and how some people (1 in 6 youth) can become addicted to cannabis/marijuana;
- 7. continue not to use cannabis for those who currently do not use cannabis/marijuana;
- 8. consider decreasing, delaying, or stopping the use of cannabis/marijuana for those who are current cannabis/marijuana users;
- 9. gain refusal skills to address peer pressure of experimentation and use of cannabis/marijuana.





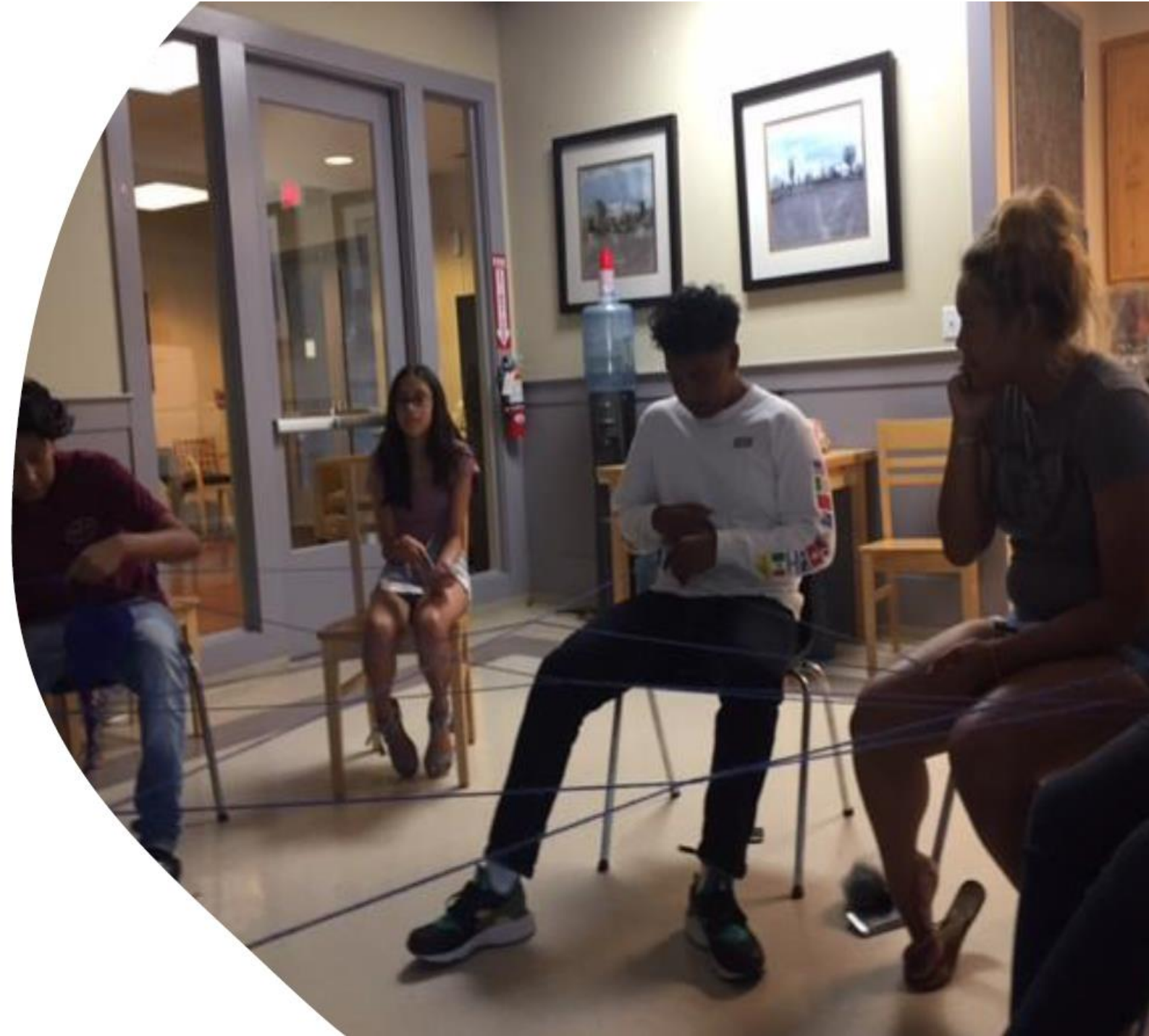
Educational Courses

- ✓ 7 Cohorts
- ✓ 6 weeks each
- ✓ Minimum 10 youth



Topics

- ✓ Intro 101: Basics of Cannabis
- ✓ Understanding Addiction
- ✓ THC & The Developing Brain
- ✓ Methods of Use & the Effects
- ✓ Defining Dopamine



✓ Next Educational Group is scheduled for March 28th at Conley High School!



Successes

Stanford Tool kit: The curriculum focuses on education and not abstinence which has been something the youth appreciate

Partnerships: The partnerships staff have build with the school has allowed for an easy way to get the program running

Challenges

Staff Shortage: Program Manager and lead staff who had developed and presented the program left the agency.

Covid: Scheduled forums were canceled due to low enrollments, the community was still not comfortable meeting in larger groups



Locations	Contacts	Website
Decoto Resource Center 505 H Street Union City, CA 94587	Corina Hahn Community & Recreation Director 510-675-5277 CorinaH@unioncity.org	https://www.unioncity.org/182/Youth-Family-Services
Kennedy Youth Center 1333 Decoto Road, Union City, CA. 94587	Yessenia Palomino Case Manager 510-760-3529 YesseniaP@unioncity.org	*You can refer clients via referral link at the bottom of the webpage*
	David Madrid Youth Service Specialist 510-675-5823 DavidMadrid@unioncity.org	



End

