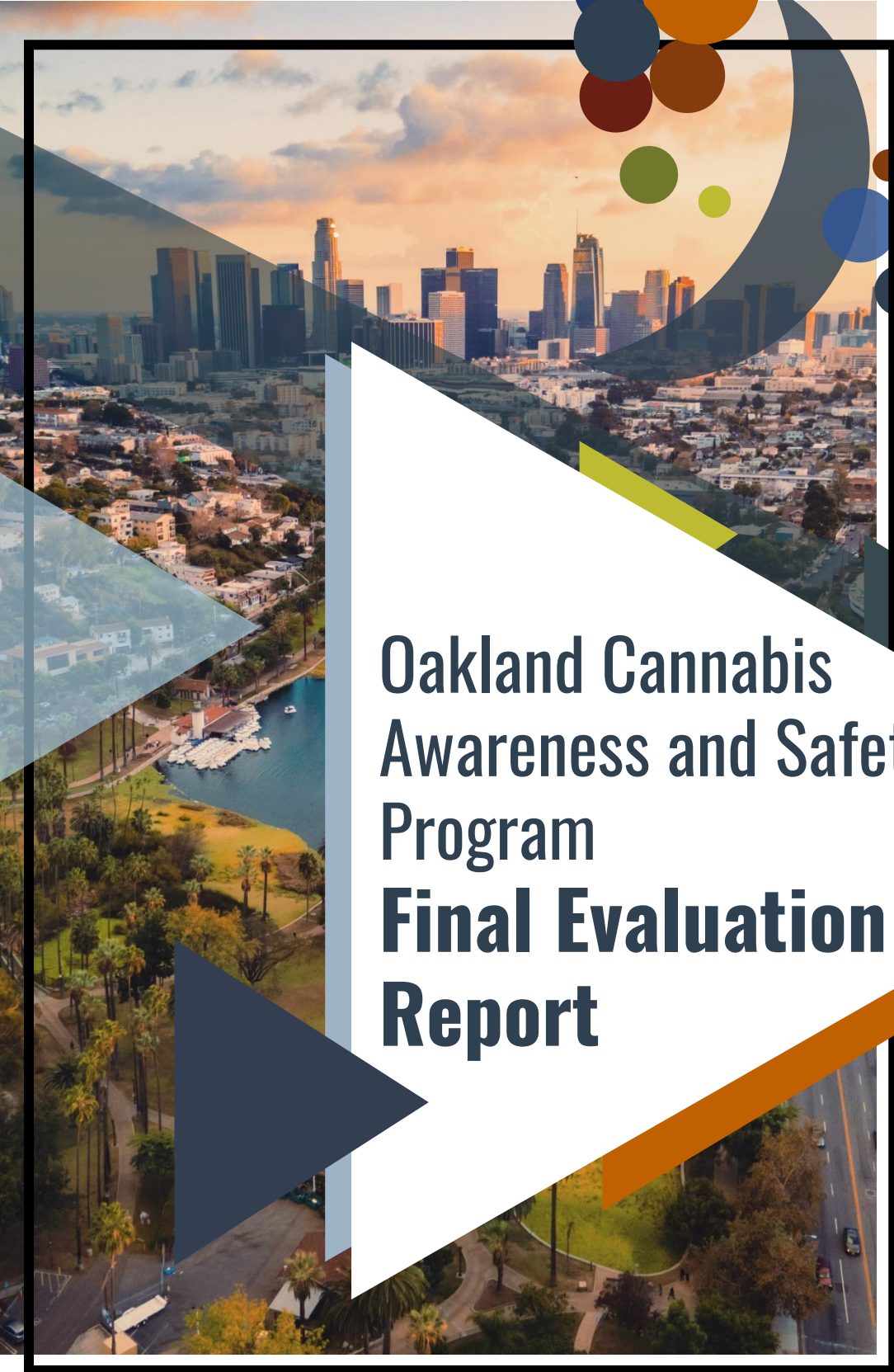


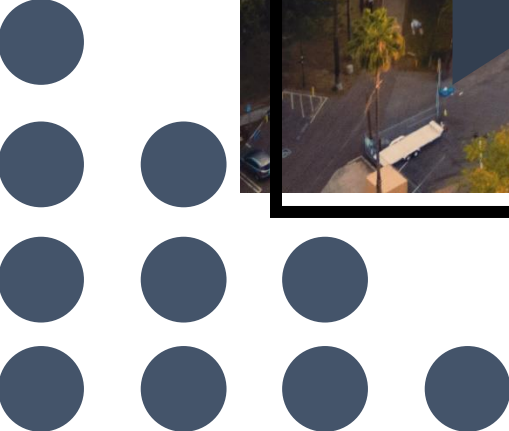
October 31, 2024



**Oakland Cannabis
Awareness and Safety
Program
Final Evaluation
Report**



CITY OF OAKLAND



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Executive Summary:

The Oakland Cannabis Awareness and Safety Program (OCASP), funded by California’s Proposition 64 Public Health and Safety Grant, was established to foster responsible cannabis use, advance public health awareness, and improve safety among Oakland’s cannabis businesses. Running from May 2021 to April 2024, OCASP addressed three primary areas: Youth Development/Prevention, Public Health, and Public Safety, each with focused project purpose areas (PPAs) to meet targeted goals and foster community resilience.

The Youth Development/Youth Prevention and Intervention (PPA 1) component aimed to educate youth about the potential risks of cannabis use, seeking to delay initial use and empower youth to make informed decisions. Partnerships with Oakland Unified School District (OUSD) and the Public Health Institute (PHI) facilitated the creation of curriculum materials tailored to youth perspectives. These efforts were supported by social media campaigns that complemented classroom learning with engaging content designed to resonate with high school students. Evaluation surveys conducted between 2021 and 2023 showed promising results, with 60% of participating students viewing cannabis use as high-risk by 2023, indicating a shift in awareness and attitudes. The youth leadership council played a critical role in peer-to-peer engagement, facilitating discussions that resonated authentically within youth communities and leveraging social influence to reinforce the program's message. However, challenges arose with recruitment, especially among underrepresented demographic groups, and COVID-19 restrictions limited in-person engagement. These challenges underscored the need for adaptable, hybrid models to support ongoing program efforts.

The Public Health (PPA 2) component was designed to educate adults about responsible cannabis use and promote visibility for equity-owned businesses. A key initiative, “Equity Week,” aimed to increase community awareness and support for products from equity (minority)-owned cannabis businesses. Equity Week’s targeted promotions at participating dispensaries resulted in a notable 100% increase in orders for equity-branded products. Despite this success, capturing broader community impact remained challenging due to limited data collection among adult populations beyond the event. Insights gathered from dispensary metrics suggested that more ongoing campaigns would be beneficial to sustain and expand awareness throughout the year. Additionally, outreach could be enhanced with accessible public health messaging aimed at increasing general knowledge of safe cannabis practices and supporting regulated equity businesses.

In Public Safety (PPA 3), OCASP partnered with the Oakland Police Department (OPD) to offer cannabis businesses workshops and consultations on improving security practices. These

sessions provided valuable insights on best practices for physical security and risk mitigation. However, fewer than 25% of participating businesses reported an increased sense of security, largely due to financial limitations that made implementing recommended security enhancements difficult. Feedback highlighted the need for additional funding to support security investments, such as on-site personnel, surveillance technology, and rapid-response systems. Ensuring sustainable improvements in safety will require supplementary resources and accessible training tailored to businesses facing financial and logistical constraints.

The evaluation of OCASP demonstrated notable achievements, including high engagement rates among youth and public health campaigns—especially on social media—showcasing the effectiveness of digital outreach. Effective partnerships with educational and community organizations helped extend program reach and resources, while targeted events like Equity Week significantly boosted visibility for equity-owned cannabis businesses. However, challenges in evaluating sustained youth behavior change on an individual level and broader adult knowledge shifts were noted due to limited timelines and data collection obstacles. Additionally, resource constraints in the Public Safety PPA limited businesses' ability to fully adopt security practices, impacting perceived safety improvements.

To strengthen program impact, several recommendations emerged. For youth development, establishing a longitudinal tracking system to monitor participant engagement and behavioral trends could provide greater insight over time. Expanding outreach to include bilingual and culturally relevant materials would also help reach diverse youth demographics. In Public Health, Equity Week's success could be extended with year-round public-facing events to continuously promote safe cannabis use and support for equity-owned businesses. Integrating community education campaigns focused on cannabis laws and responsible use could help enhance knowledge and awareness across the community. Public Safety could be improved by developing scenario-based training workshops that provide businesses with practical security responses and by exploring additional funding sources to help businesses implement security upgrades.

Overall, OCASP has laid a solid foundation for enhancing public health and safety within Oakland's cannabis industry. Through sustained engagement, strategic improvements, and expanded outreach, OCASP can continue to foster a well-informed, secure, and equitable cannabis landscape in Oakland, promoting community safety and responsible cannabis consumption in the years to come.

Project Background:

Since its launch in 2017, the City of Oakland's Cannabis Equity Program has focused on addressing disparities in the cannabis industry, particularly for individuals impacted by the war on drugs. The city's Cannabis Equity Program has also sought to minimize barriers of entry for equity-owned businesses in the cannabis industry. In turn, the City of Oakland's Special Activity Permits Division of the City of Oakland's Cannabis Equity Program responded to a Request for Proposals (RFP) for the Proposition 64 Public Health and Safety Grant Program from the State of California Board of State and Community Corrections (BSCC). The BSCC grant program provides grant funding to local governments that assist with law enforcement, fire protection, or other local programming to address public health and safety associated with the implementation of the Control, Regulate, and Tax Adult Use of Marijuana Act. Since 2020, BSCC has funded dozens of jurisdictions, including the City of Oakland, and has awarded over 125 million dollars in Prop 64 Public Health and Safety Grant Program funding across the state. As one of the grant's awardees, the City of Oakland developed the Oakland Cannabis Awareness and Safety Program to enhance its cannabis equity-related programming, educate and discourage youth from consuming cannabis, and improve the security of licensed cannabis businesses. Specifically, the program aims to promote responsible cannabis use, support equity-owned cannabis businesses, and enhance public safety through targeted interventions.

The City of Oakland's Oakland Cannabis Awareness and Safety Program has three project purpose areas (PPAs):

PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION

Focused on educating youth about the risks associated with cannabis use and delaying or reducing cannabis use onset.

PPA 2: PUBLIC HEALTH

Focused on increasing awareness among adult cannabis consumers on safe cannabis usage and support for equity-owned cannabis businesses.

PPA 3: PUBLIC SAFETY

Focused on improving security measures for cannabis businesses to reduce incidents of theft and violence.

The need for the Oakland Cannabis Awareness and Safety Program, its project activities, along with the overall approach to the work within each of the programs' PPAs are described below.

PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION:

California's Proposition 64 legalized specified personal use and cultivation of marijuana for adults 21 years of age or older. Since its passage, youth are increasingly exposed to unregulated

cannabis and regulated cannabis intended for adults. Cannabis legalization has reduced the youth's perception and risk of harm of using cannabis, which poses a substantial risk to young people. Additionally, with the elimination of national substance use harm reduction campaigns such as DARE (Drug Awareness Resistance Education) and GREAT (Gang Resistance and Education Training), the ability to access evidence-based information on cannabis poses an additional threat to youth.

To address these concerns, the City of Oakland's Special Activity Permits Division (Cannabis Equity Program) partnered with Oakland Unified School District (OUSD) and the Public Health Institute (PHI) to create a public awareness campaign to inform youth about the harms of cannabis and in turn, decrease youth usage rate and reduce the onset of cannabis use.

PPA 2: PUBLIC HEALTH

While Prop 64 granted the legal consumption of cannabis for adults in California, many adult cannabis consumers are unaware of the laws and regulations of recreational use and how best to support equity (minority)-owned cannabis businesses in a regulated marketplace. Moreover, Oakland equity-owned cannabis businesses seeking to operate legally, still face challenges due to the unrestricted, parallel of the unregulated cannabis marketplace and lack of consumer support. The unregulated cannabis marketplace does not account for taxes, fees, or the cost of goods and building infrastructure compliance, such as cannabis potency laboratory testing and pesticide exposure, or fire codes and security requirements, respectively. Last, unregulated cannabis has led to a rise in synthetic and contaminated cannabis products, which has resulted in consumers suffering seizures, confusion, hallucinations, nausea, and even death.

To address this challenge, the City of Oakland's Special Activity Permits Division (Cannabis Equity Program), in partnership with Make Green Go, created a campaign entitled, "Equity Week" for cannabis consumers 21 years of age or older to bring awareness and encourage the safe use of cannabis products from equity-owned businesses in the regulated marketplace. During Equity Week, select Oakland dispensaries marketed and promoted products from Oakland-equity brands. Equity Week aimed to encourage retailers to carry equity brands with adequate shelf space and visibility on online menus.

PPA 3: PUBLIC SAFETY

The cannabis industry, particularly in Oakland, faces several security challenges. Oakland cannabis businesses and delivery operations have been subject to theft, armed robberies, and dangerous shootings. The Oakland Police Department (OPD) is critical in responding to security threats and ensuring public safety, and aids in the operational support of cannabis businesses for licensure and compliance needs. Additionally, OPD serves as a liaison between the cannabis industry and law enforcement, building trust and camaraderie between the two parties.

To address cannabis public safety, the City of Oakland's Special Activity Permits Division (Cannabis Equity Program), in partnership with OPD, provided a series of security workshops for

cannabis businesses and visit the sites of burglarized businesses. **Table 1** outlines organizer and participant information for PPAs 1-3 are described below.

Table 1: PPA 1 Project Components Participant Information

Program Organizers	Target Population	Criteria for Eligibility	Criteria for Selection Intervention and/or Service
Oakland Unified School District (OUSD) and Public Health Institute (PHI). Materials were co-developed and co-disseminated by PHI lead and Community Health Equity Academy (CHEA) Pathway instructor.	Highschool students (youth < age 21) enrolled in Castlemont High School. There was a hyperfocus garnered to students in grades 10-12.	Participants must be high school students enrolled in a public health course and/or advisory period. Students received the same materials as part of the Community Health Equity Academy (CHEA) Pathway.	Cannabis education activities were provided during class period(s) where students learned about cannabis use and the dangers associated with underage use.
Make Green Go	City of Oakland residents (adults > age 21) who used or were interested in using cannabis and equity-owned cannabis businesses	Any equity-owned business could participate in the adult cannabis campaign (formally Equity Week) and any adult over 21 years of age may be informed by the cannabis campaign.	Make Green Go selected equity businesses with compliant products ready for sale.
Oakland Police Department (OPD)	Cannabis operators in the city of Oakland	Any licensed cannabis business could participate in the cannabis security sessions (webinars).	City staff promoted security webinars by email to City’s listserv of cannabis permitted applicants and OPD contacted burglarized cannabis businesses based on OPD’s crime reports.

Evaluation Overview:

The purpose of this evaluation is to assess the impact and efficacy of the Oakland Cannabis Awareness and Safety Program. The program’s project purpose areas (PPAs) were centered on the promotion of health and cannabis safety by addressing the educational, economic, and security gaps of youth, consumers of cannabis, and cannabis businesses, respectively. The evaluation of the Oakland Cannabis Awareness and Safety Program was structured around logic models developed for each PPA in **Appendix A**. These models outline the program’s inputs, activities, outputs, outcomes, and intended impacts. The evaluation utilized both process and outcome measures to assess the program’s effectiveness. The evaluation included both process

and outcome components as show in **Table 2** and project goals and objectives as shown in **Table 3** below.

The monitoring and evaluation of PPA goals were facilitated by an external evaluation consultant, Lanial Madden of LMB Creative Group, LLC with whom the City of Oakland contracted to evaluate its Prop 64 PH&S grant.

Table 2: Evaluation Questions

Process-related Evaluation Questions	Outcome-related Evaluation Questions
<ul style="list-style-type: none"> • Were grant activities and service delivery consistent with program design? • How well were grant activities implemented? • What barriers were encountered in implementation? • What successes were encountered in implementation? • What modifications were needed to overcome the barriers to implementation? • Did the program reach the appropriate target population? • How did external factors impact implementation? 	<ul style="list-style-type: none"> • How well did the grant activities work in changing use, knowledge, attitudes, and perceptions in youth and adults? • How well did the grant activities work in increasing reach and bringing awareness and visibility to equity-owned businesses? • How well did the grant activities work in providing sufficient information to implement crucial safety measures to secure their business • Which aspects of the grant were the most successful or seen as most valuable by the target audience? • What external factors influenced the outcomes? • What changes could be made to produce more effective outcomes? • How could additional resources improve outcomes?

Table 3: City of Oakland Cannabis Awareness and Safety Program Goals and Objectives

PPA	Goal	Objectives
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	Educate youth (ages 12 – 21) and parent(s) about the risk of cannabis or delay the onset or reduce cannabis use	<p>A. By 2024, 30% of student researchers, student leaders, and other Castlemont students, in the pre-survey, report a delay in cannabis use by age 17</p> <p>B. By 2024, display 30% decrease in cannabis use by student researchers, student leaders, and other Castlemont students, in years 2 & 3</p> <p>C. By 2024, 20% of student researchers and student leaders, and other Castlemont students report a change in attitude toward cannabis use</p> <p>D. By 2024, 100% of student researchers, student leaders, and other Castlemont students report an increase knowledge in the risks associated with cannabis use</p> <p>E. By 2024, 75% of youth and young adults viewing awareness campaign materials on the website and social media will increase the perception that adolescent cannabis use is harmful</p>

PPA 2: PUBLIC HEALTH	Inform adults 21+ who use or are interested in using cannabis about the laws to promote safe and responsible use on how to support Equity businesses.	<p>A. By 2024, 50% of adults (21+) demonstrate an increase in the knowledge, effects, and laws of safe cannabis use</p> <p>B. By 2024, Oakland dispensaries increase the number of cannabis equity-owned products they carry (“shelf space”). By 2024, Oakland dispensaries display increased sales of regulated cannabis equity-owned products</p> <p>C. By 2024, host an Oakland Cannabis Awareness and Safety Program community event</p>
PPA 3: PUBLIC SAFETY	Host a series of security workshops and meet-and-greets for cannabis businesses to improve their safety	<p>A. By 2024, reduce the number of burglaries of cannabis businesses.</p> <p>B. By 2024, 25% of participants report an increase of perceived safety.</p> <p>C. By 2024, program participants report having sufficient information to implement crucial safety measures to secure their business</p>

Research Design:

The Oakland Cannabis Awareness and Safety Program evaluation relied on qualitative and quantitative data to inform both process and outcome evaluation and measure its efficacy. Qualitative data informed the process-oriented objectives– with insights about communication and coordination with other City of Oakland partners– successes, challenges, lessons learned, and any modifications to the project over the implementation of the grant. Quantitative data from survey instruments in PPA 1 were used to document many of the outcome-related objectives related to change in knowledge, attitudes, and perceptions around cannabis use. Quantitative data from survey instruments in PPA 2 and 3 were used to document many of the outcome-related objectives related to change in knowledge, responsible use, and safety.

Process Evaluation Research Design

The process evaluation assessed the implementation of program activities, including adherence to design, quality of delivery, and identification of barriers and successes. Process evaluation was carried out through quarterly reports completed by program partners and Program Director. The process evaluation was designed to monitor the completion of grant activities and assess both the fidelity and quality of their implementation. Each quarter, project leads and the Program Director completed quarterly reports which included quantitative and qualitative data and provided materials to the evaluator. This process evaluation focused on the overall implementation of grant activities for each PPA, not the specific outcomes within each goal (such as context, reach, and delivery of programming).

The quarterly reports were distributed to each grantee and submitted electronically by the City of Oakland. These quarterly reports were used for the process evaluation of each PPA and while many of the questions were similar, they were not identical. In PPA 1, The Public Health Institute and Castlemont High School Oakland Unified School District documented their progress toward the establishment of a youth leadership council and social media education

campaign administering the Cannabis Use Survey and other activities related to student and parental case management. Participants were tracked by classroom attendance using a unique identifier and completion process included the students' creation of a campaign advertisement and its dissemination via social media and/or website throughout the academic calendar year. The evaluation of PPA 2 included quantitative data regarding Make Green Go's engagement with the education of adult consumers through a cannabis awareness campaign and a community event called "Equity Week." Lastly, the monitoring of PPA 3 evaluated OPD's workshops and meet and greets with cannabis businesses. Once quarterly reports were submitted, the evaluator met periodically with the group at the conclusion of the calendar year to adjust. The group reviewed activity processes and adapted program implementation as needed. All documentation including program materials, data collection tools, and reporting were stored in a shared Google Drive for easy access and efficient data management.

Outcome Evaluation Research Design

The outcome evaluation of the City of Oakland's grant assessed the state of the target population and/or the conditions the program expected to change. More specifically, the outcome evaluation measured the extent to which the program achieved its objectives in changing knowledge, attitudes, and behaviors among the target populations. Data was collected through surveys, social media analytics, and participant feedback. For PPA 1, OUSD and PHI served as co-advisors for PPA1 related activities. The outcome measures were based on in-classroom surveys at Castlemont High School (administered by PHI) that directly assessed the objectives related to knowledge, attitudes, and perceptions regarding cannabis use. Student educational content was provided and co-led by PHI Team Lead and Community Health Equity Academy (CHEA) health instructor. For weekly case management, parents had joint care manager workshops with youth and case managers, as well as on campus workshops in classrooms. Like PPA1, PPA 2's objective of a cannabis awareness campaign (21+ years and older) and its outcome measures were based on participating dispensary surveys conducted at the conclusion of Equity Week. PPA 3 outcome measures were determined by a data collection tool based on methods of communication from the OPD. Reduction in burglaries (self-reported), perceived safety, and implementation of safety measures based on the knowledge from the security webinars were assessed through a post-survey at the conclusion of the calendar year.

Data Sources and Data Collection

PPA data sources and collection, including goals, objectives, and the description of objectives as process or outcome-related, and frequency of data collection are provided within the **Evaluation Matrices, Tables 4 and 5.**

Quantitative Data Collection

PPA 1 objectives were measured by quantitative data collection from self-reported student survey data using unique identifiers on cannabis knowledge, attitudes, and use, and by social media engagement analytics, which provided detailed information about user traffic, reach, and

interaction on the various social media campaigns. PPA 2 objectives will be measured by self-reported survey data from participating dispensaries assessing changes (if any) in sales and new store accounts. PPA 3 objectives will be measured by participant registration, OPD facilitator lesson plans, and activity records. All quantitative data sources are shown in Table 5 according to each corresponding PPA. PPA 2 and PPA 3 objectives were also measured with quantitative data from self-reported survey instruments. All quantitative data sources are shown in **Table 6**.

Qualitative Data Collection

The process evaluation's quarterly reports also gathered some qualitative data for each PPA on the quality and fidelity of implementation, as well as successes, barriers, and modifications for program delivery. Qualitative data collection for the outcome evaluation was conducted for all PPA objectives, including open-ended responses for Equity Week and OPD security workshop seminars. For PPA 2, surveys with open-ended questions were assessed to gauge overall satisfaction with Equity Week and the experience working with equity brands and retail partners. For PPA 3, survey questions gauged security session materials, the facilitator's delivery of materials, mode of delivery, and overall attendee satisfaction. Additionally, program staff and partners were interviewed to gain perspectives on project implementation to ensure program fidelity.

Table 4: Process Evaluation Matrix

PPA	Process to Be Evaluated	Sample Data Collected	Data Source	Data Collection Frequency
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	<ol style="list-style-type: none"> 1. Establishment of youth leadership council 2. Establishment of social media campaign 3. Create and administer cannabis use survey 4. Student and parental case management 	<ol style="list-style-type: none"> A. Number of students enrolled in the youth leadership council (YLC)? How did you recruit for YLC? When did you establish YLC? How many young people are engaged in YLC? How often does YLC meet? B. What materials did you use to establish social media campaign? What type of content was created to engage youth? What platforms or mediums did you create? How many posts did you create? How frequently did you post? C. Who did you administer the survey? To how many students? When and how often was the survey disseminated? D. What kind of services are offered to students and families? How are students selected for case management? How many families receive services? How long do students and families receive services? 	Grant Monitoring Questionnaire	Quarterly
PPA 2: PUBLIC HEALTH	<ol style="list-style-type: none"> 1. Establishment of cannabis awareness campaign 2. Implementation of annual Equity Week 	<ol style="list-style-type: none"> A. What kind of medium or platform did you use to establish marketing campaign? What types of messaging did you use to educate/inform the public of equity brands? B. How many dispensaries and brands were selected? How were dispensaries and brands selected? How many participants attended the event? 	Grant Monitoring Questionnaire	Quarterly
PPA 3: PUBLIC SAFETY	<ol style="list-style-type: none"> 1. Implementation of Meet and Greets and Workshops 	<ol style="list-style-type: none"> A. How many workshops are administered? What themes are displayed for the security workshops? How many participants attend? 	Grant Monitoring Questionnaire	Quarterly

Table 5: Outcome Evaluation Matrix

PPA	Goal	Objectives	Data Source	Data Collection Frequency
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	Educate youth (ages 12 – 21) and parent(s) about the risk of cannabis or delay the onset or reduce cannabis use	<p>A. 30% of student researchers, student leaders, and other Castlemont students, in the pre-survey, report a delay in cannabis use by age 17. A unique indicator for each student participant will determine onset of use via a pre and post survey.</p> <p>B. 30% decrease in cannabis use by student researchers, student leaders, and other Castlemont students, in Year 2 & 3.</p> <p>C. 20% of student researchers and student leaders, and other Castlemont students report a change in attitude toward cannabis use.</p> <p>D. 100% of student researchers, student leaders, and other Castlemont students report an increase knowledge in the risks associated with cannabis use.</p> <p>E. 70% of parents increase their knowledge and comfortability with discussing the effects of cannabis use with their children.</p> <p>F. 75% of youth and young adults viewing awareness campaign materials on the website and social media will increase the perception (views) that adolescent cannabis use is harmful.</p>	<p>Outcomes A-E Cannabis Use Survey</p> <p>F. In-App Social Media Platform Analytics</p>	Quarterly
PPA 2: PUBLIC HEALTH	Inform adults 21+ who use, or are interested in using cannabis about the laws to promote safe and responsible use	<p>A. By 2024, 50% of adults (21+) demonstrate an increase in the knowledge, effects, and laws of safe cannabis use.</p> <p>B. By 2024, participants display increased knowledge/awareness of regulated, cannabis equity-owned products.</p> <p>C. By 2024, participants display increased knowledge/awareness of regulated, cannabis equity-owned</p>	Equity Week Survey Monkey Reporting	Quarterly

		businesses. D. By 2024, participants display increased support (in the form of purchased goods) of regulated cannabis equity-owned products. E. By 2024, host an Oakland Cannabis Awareness and Safety Program community event.		
PPA 3: PUBLIC SAFETY	Host a series of workshops and meet-and-greets for cannabis businesses to help them to survive and thrive	A. By 2024, reduce the number of burglaries of cannabis businesses. B. By 2024, 25% of participants report an increase of perceived safety. C. By 2024, program participants report having sufficient information to implement crucial safety measures to secure their business.	City of Oakland Records-Participant registration, OPD facilitator lesson plans	Quarterly

Table 6: Quantitative Data Sources

PPA	Data Source	Quantitative Data Accessed
PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION	Cannabis Use Survey	<ul style="list-style-type: none"> Youth participating in Cannabis Use survey. The survey will be required of each student participant and students will receive the presentation once during the classroom presentation Youth with pre-post survey results indicating a delay in onset of cannabis use Youth with pre-post survey results indicating increased knowledge of cannabis use Youth with pre-post survey results indicating increased perception of harm Youth with pre-post survey results indicating a change in attitude increased knowledge of cannabis use
	Social Media Platform	<ul style="list-style-type: none"> Social media analytics, campaign views, user engagement, likes, saves, shares, and viewer demographics
PPA 2: PUBLIC HEALTH	Equity Week Survey Monkey Reporting	<ul style="list-style-type: none"> Equity brands and dispensaries participating in Equity Week Survey results indicating increased visibility (equity brands carried) in participating dispensaries. Employees of the dispensaries will be surveyed. Survey results indicating increased product orders from participating dispensaries Success of Make Green Go's campaign on equity brand

PPA 3: PUBLIC SAFETY	City of Oakland Records- Participant registration, OPD facilitator lesson plans	<ul style="list-style-type: none">• Number of attendees enrolled in security workshops• Retrospective survey results indicating increased perception of safety and adequate resources to respond to security threats
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Data Analysis

To formulate accurate conclusions, both quantitative and qualitative methods were utilized. To analyze the quantitative data, descriptive statistics and pre/post-test analysis informed the outcomes of all project goals and objectives. Qualitative data was analyzed for themes in participants' attitudes, perceptions, and/or satisfaction regarding program services. Methodology findings informed the outcome evaluation process. Strategies to ensure no other factors impacted the program for PPA 1-3 included monitoring other interventions on campus, specifically administrative policy-wide interventions, and the use of longitudinal data to assess the change of student cannabis use over time. For case management, self-reported data was used to determine what factors influence their decisions for cannabis use and ease in having safe, cannabis related conversations with adults. At the conclusion of Equity Week, self-reported post survey data will determine what factors influence decisions to carry equity brands/products and their awareness of equity brands. A strategy to determine if the outcome measures were related to the security intervention included a retrospective survey that intended to provide direct insight on whether increased security measures were due to the webinar education. Overall, it is not possible to conclude if measured outcomes were solely due to the program intervention and to what extent external factors influenced the results.

Data Management

PPAs 1-3 grant activities were managed collaboratively between the City of Oakland program administrators and community partners. Program data was shared regularly, and included programmatic processes during program check-ins. The evaluator met with program leads to ensure that data collection tools were developed or adapted, evaluation activities were implemented as described and if not, provided recommendations for improvement. The team also discussed program timelines, addressed any unforeseen challenges, mitigated obstacles, and made programmatic decisions collectively. All PPA data was stored in a shared, secured drive for easy access and tracking.

Evaluation Results

The Oakland Cannabis Awareness and Safety Program aimed to address youth cannabis prevention through education, community health, safety, and support of equity-owned businesses, and safety of cannabis-operated businesses through safety and security workshops produced the following results below. This evaluation assessed program objectives across the three PPAs.

Overall Process and Outcome Findings

Most activities, including youth engagement campaigns and community security workshops, followed the original program design. Some delays were noted in activity implementation due to limited staffing, existing partners exiting the intervention during the grant cycle, and COVID-19 restrictions. Some process-related successes included fruitful, collaborative partnerships with local schools and community groups with well-established relationships with the youth, which contributed to a high number of youth engagements. Campaigns were effective in reaching target populations through social media. Process-related barriers included the

aftermath of the pandemic which caused additional challenges in delayed community outreach and workshop participation. The recruitment of youth and adults to participate in surveys, especially Spanish-speaking individuals, posed another barrier. Modifications needed to address pandemic barriers were additional outreach efforts, such as virtual events and targeted social media. Both were implemented to mitigate participation barriers. Adjustments were also made to accommodate participant availability and language needs. Descriptive data analysis revealed that the program did reach target groups, particularly high school students, young adults, and equity-owned cannabis businesses. However, recruitment of some demographic segments, like younger students and older adults was limited. This limitation contributed to the small program sample size. Outcome findings related to use, knowledge, and attitudes among youth indicate that while there was baseline data (pre-test) across groups, there wasn't sufficient data to assess for change by individual. Social media analytics showed that youth educational campaigns had the most success in terms of reach, particularly those using digital communications and visual campaigns to enhance engagement and awareness. COVID-19 posed an additional threat for face-to-face activities and the lack of Equity Week awareness affected the engagement of more equity-owned business participation. Economic conditions also influenced engagement levels among business owners, as many faced operational challenges that limited their capacity to engage fully with program activities. Detailed process and evaluation results are segmented by PPA below.

PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION:

Goal and Objectives:

The primary goal of PPA 1 was to educate youth and parents about cannabis risks and to delay or reduce cannabis use among high school students. Objectives included:

- Achieve a 30% delay in cannabis use among students by age 17.
- Demonstrate a 30% decrease in cannabis use among students.
- Report a 20% change in attitudes toward cannabis use among students.
- Ensure 100% of students gain increased knowledge about cannabis risks.
- Increase the perception of harm from adolescent cannabis use by 75% among youth viewing campaign materials.

The process evaluation revealed that the program successfully engaged students through in-class activities, including the Marijuana Use Survey and a digital awareness campaign.

Partnerships with Oakland Unified School District (OUSD) and the Public Health Institute (PHI) facilitated the development and delivery of educational content. The implementation process of PPA 1 involved several key activities:

- Curriculum Integration: A tailored cannabis education curriculum was developed and integrated into high school health classes. Student recruitment for the Youth Leadership Council (YLC) were asked during ongoing student activities (e.g. student government and diverse affinity groups) for participation. The instructor and Youth Leadership Council YLC facilitated the curriculum and administered cannabis educational material during the Public Health course and advisory periods. Meeting on a weekly basis, the YLC

engaged their peers through materials included interactive lessons on the effects of cannabis, legal implications, and strategies for delaying initiation of use. There was a total of 71 participants from across all surveys.

- Digital Awareness Campaign: Complementing the in-class curriculum, a digital awareness campaign on Instagram was launched, including social media posts, videos, and infographics aimed at high school students. A website was also created as the campaign was designed to reinforce the classroom lessons and engage students through platforms/mediums they frequently use via the internet.
- Partnerships and Collaboration: Collaboration with local schools and community organizations was pivotal in the rollout of the program. Meetings and workshops were conducted to align the program’s goals with school schedules and curricula.

For outcome evaluation, surveys administered between the years of 2021 and 2023 were used to measure cannabis use, knowledge, attitudes, and perceptions. The surveys questions can be found in Table 7, segmented by topic below.

Table 7: Youth Cannabis Knowledge, Attitudes, and Perception

Cannabis Education Survey Questions: Demographic Information	
1.	Have you filled out this survey before?
2.	How old are you?
3.	What is your sex?
4.	What grade did you just finish? (In the 2022-23 school year, what grade were you?)
5.	What is your race? (Select one or more response.)

Cannabis Education Survey Questions: Marijuana Use Section	
1.	During your life, how many times have you used marijuana?
2.	How old were you when you tried marijuana for the first time?
3.	During the past 30 days, how many times did you use marijuana?
4.	During the past 30 days, how did you use marijuana?
5.	5: During the past 30 days, how did you USUALLY use marijuana? (Select ONE that apply.)
6.	During the past 30 days, how did you usually get the marijuana that you used? (Select only one response.)
7.	Out of every 10 students in your grade at school, how many do you think used marijuana in the past 30 days?
8.	How often do you use alcohol or drugs, such as marijuana, just before or while attending school?
9.	Do you currently use marijuana? (Would you say you are regularly consuming marijuana now?)

Cannabis Education Survey Questions: Marijuana Knowledge Check Section	
1.	How much knowledge do you have about marijuana?
2.	How much knowledge do you have about marijuana dosage?
3.	How much knowledge do you have about the different types/forms of marijuana products?
4.	How much knowledge do you have about the risks and side-effects of marijuana?
5.	True or False: Marijuana use in youth is a risk factor for chronic health conditions in adults such as cardiovascular disease and respiratory illness.
6.	True or False: Marijuana use in youth is linked to low birth weight of babies.

7. True or False: Impaired coordination and difficulty thinking and maintaining attention are negative side effects of marijuana use in youth.
8. Multiple Choice: The teen brain is fully developed at what age?
9. True or False: There is no potential for teens to become addicted to marijuana.
10. True or False: When using marijuana with tobacco (blunts and wraps), marijuana can be more harmful than smoking cigarettes.

Cannabis Education Survey Questions: Marijuana Attitude and Perception Questions
1. I believe marijuana has no effect on my brain development.
2. Marijuana can have long term effects on my body.
3. I know where to find accurate and credible evidence-based information about marijuana.
4. I believe there is no difference in using marijuana at a younger age.
5. Marijuana use in youth can have an impact on my relationships.
6. Marijuana use in youth can have an impact on my finances.
7. Increased marijuana use is associated with decrease in high school completion.
8. How much do you think people risk harming themselves (physically or in other ways), if they use marijuana regularly?
9. How wrong do you think it is for someone your age to use marijuana?
10. What do you believe to be the primary reasons why youth use marijuana? (Select your top three)

Participant Engagement per Survey Year

2021 Cohort Engagement: The 2021 survey primarily served as a baseline for understanding youth awareness and attitudes toward cannabis among Castlemont students, capturing data from high school students in Public Health Period. With 65% of respondents reporting no prior use and 50% rating cannabis as moderately risky, these students demonstrated a foundational level of awareness but limited exposure to detailed cannabis education. This cohort’s responses highlighted a knowledge gap regarding the specific health impacts of cannabis use, especially among younger students who may have had little prior engagement with cannabis prevention programs. Given this starting point, the 2021 cohort provided valuable initial insights, indicating areas where educational efforts could focus, such as early prevention and risk perception reinforcement.

2022 Cohort Expansion: In 2022, the program expanded its reach through the Community Health Equity Advisory (CHEA) Advisory surveys, engaging a broader demographic that included both students and adults within the community. Compared to 2021, the 2022 cohort showed a marked increase in awareness levels, with a 10% rise in those identifying cannabis use as high-risk. This growth suggests the effectiveness of the program’s public health messaging and targeted campaigns, which included workshops and community events aimed at raising awareness of cannabis risks and regulations. Notably, 55% of the 2022 respondents acknowledged the dangers of regular use, signaling that the year’s efforts resonated across different age groups. However, the survey also revealed that younger participants, while more

aware of risk, still lacked in-depth knowledge of legal restrictions and safe use practices, indicating a need for ongoing and age-specific education.

2023 Cohort Maturity and Knowledge Gains: By 2023, the survey was revamped to address the lack of in-depth knowledge and named the Cannabis Knowledge Attitude Perception (KAP) Survey Pre-Test. The Cannabis KAP Survey Pre-Test reached a more informed cohort, as demonstrated by higher overall scores in risk perception and legal knowledge. Approximately 70% of participants reported familiarity with cannabis laws, marking a significant increase from previous years. This heightened awareness level reflects cumulative exposure to program messaging over time, suggesting that regular engagement and repetition helped solidify key messages about cannabis safety. The 2023 cohort's responses indicated a greater understanding of health risks, as 60% viewed regular cannabis use as high-risk. This cohort's improved awareness demonstrated the program's gradual but impactful effect on cannabis literacy within the community, showing a shift towards safer attitudes and more informed decision-making. The data suggests that by continually engaging new participants, the program succeeded in broadening its reach and effectiveness over time.

Behavioral and Attitudinal Shifts

The trend in increased risk perception among separate cohorts highlighted the success of PPA 1's consistent risk-focused messaging. In 2021, only 45% of participants rated regular cannabis use as high-risk. This figure rose to 60% by 2023, demonstrating a clear upward trajectory in risk awareness. For instance, youth campaigns and interactive workshops that addressed the long-term impacts of cannabis on mental and physical health played a critical role in influencing attitudes. This increase demonstrates that program interventions, especially those tailored to youth and delivered in relatable formats, are instrumental in shifting perceptions among high school-aged participants and encourages a more cautious approach toward cannabis.

Knowledge of cannabis laws and regulations saw a notable increase each year, which aligned with the program's objectives to promote safe practices and legal understanding. This increase—from 35% in 2021 to 70% in 2023—suggests that participants not only became more aware of risks but also gained insights into the legal parameters surrounding cannabis use. Workshops and public information campaigns, which addressed the distinctions between medical and recreational use and emphasized the age-related restrictions on legal use, were likely influential. For example, parents who attended community events often cited better understanding of these distinctions, helping them educate their children on cannabis safety. The data supports that a focus on legal literacy has been effective in fostering a well-rounded comprehension of cannabis among community members, beyond mere awareness of health risks.

The surveys from 2021 through 2023 revealed a consistent pattern of cautious attitudes among most participants, even as some increased experimentation was noted among high school-aged respondents. In 2021, 65% of respondents reported no prior cannabis use. By 2023, non-use

dropped slightly to around 60%, with self-reported experimentation rising modestly. This shift suggests a complex dynamic in which youth awareness of risks has increased, but social factors or curiosity may still lead to occasional experimentation. Nonetheless, the steady levels of moderate-to-high risk perception observed across cohorts indicate that while some participants may experiment, they retain an understanding of potential harms. This trend emphasizes the need for continued engagement, particularly through peer-led discussions or mentorship programs that address social influences on cannabis use.

PPA 2: PUBLIC HEALTH

Goal and Objectives

The primary goal of PPA 2 aimed to inform adults about safe cannabis use and support equity-owned cannabis businesses and brands. Objectives included:

- Increase knowledge of safe cannabis use among 50% of adults.
- Enhance awareness of regulated cannabis products and businesses.
- Increase support for regulated equity-owned cannabis products.
- Host a community event, Equity Week, to promote these objectives.

The public health campaign “Equity Week”, led by Make Green Go, effectively reached the target population of equity-owned businesses through various media channels. The campaign included educational materials, social media outreach, and an Equity Week event in October 2022. The process evaluation highlighted the campaign’s strengths in raising awareness, but also identified challenges in measuring direct impacts on consumer behavior. Key activities of PPA 2 implementation included:

- **Educational Campaigns:** A public health campaign was designed to provide information about equity-owned brands in the Bay Area, stores carrying their products, the owner’s personal testimony/story, and the importance of supporting equity-owned businesses in the community. PPA 2 included the distribution of brochures, posters, and online content.
- **Equity Week:** A community event known as Equity Week 2022 was organized to promote equity-owned cannabis businesses and educate the public to bring awareness. The event featured local vendors, workshops, and informational booths. There was also a curated Equity Day to bring together different dispensaries and brand owners in the community. It’s crucial to note, the PPA 2 campaign did not focus on cannabis use and safety of regulated products in the marketplace, but rather focused on the marketing of dispensaries and equity-owned brands and included messaging on the positive aspects of cannabis. One of the operators, Dolo Rolling Co., quoted via social media *“We want to show Equity is about the people, the culture.”*
- **Partnerships:** Collaboration with local cannabis businesses, public health organizations, and community groups was essential for the campaign’s success. These partnerships helped amplify the campaign’s reach and effectiveness.

A survey (Tables 8- 11) consisting of 14 participants (equity-owned brands Chiefing, Dolo Brands, Next Level, Conscious Minds, Happy Trails, Da Bomb, and MAAT Apothecary) and 2 dispensary participants was administered at the conclusion of Equity Week 2022. Only relevant, outcome evaluation questions pertaining to or associated with the goals and objectives of PPA 2 were included.

Table 8: Equity Week 2022 Average Ratings Across All Survey Questions

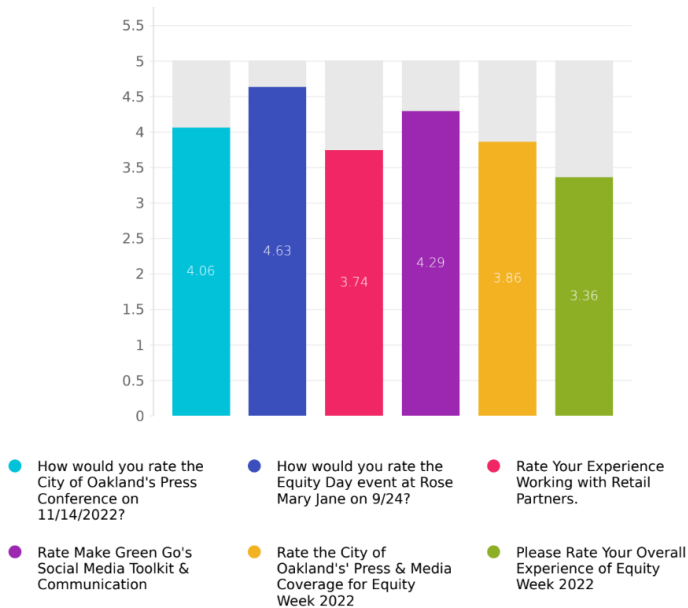


Table 9: Equity Week 2022 Percentage of Increase in Product Orders from Participating Retail Stores

What percentage of an increase in product orders did you receive from participating retail stores this month?

Answered: 14 Skipped: 0

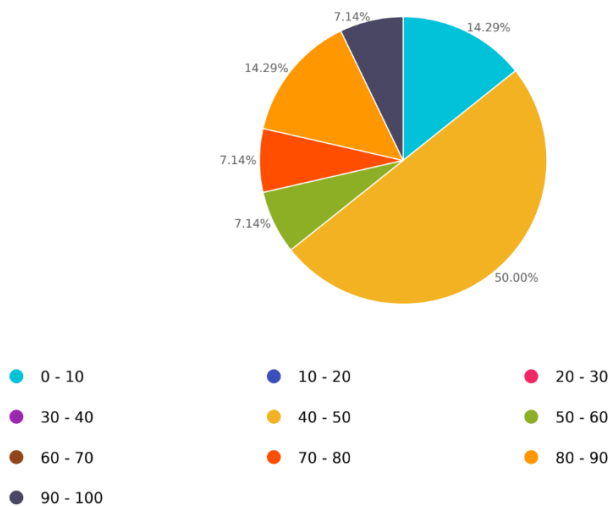


Table 10: Equity Week 2022 Experience Working with Retail Partners

Rate Your Experience Working with Retail Partners.

Answered: 7 Skipped: 7

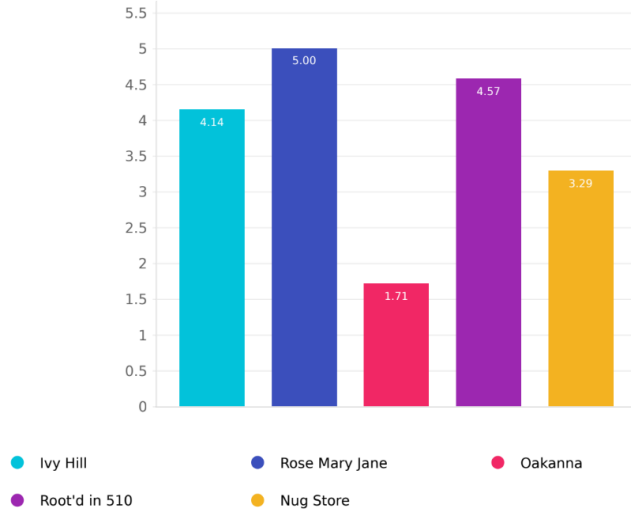
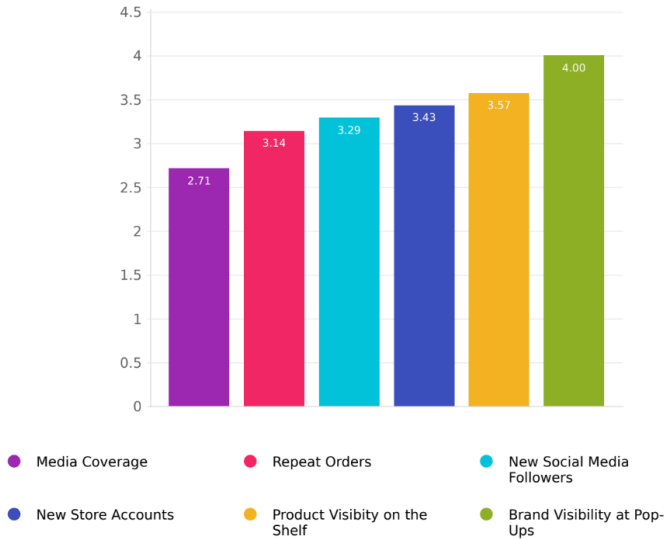


Table 111: Equity Week 2022 Equity Business Overall Experience of Equity Week 2022

Please Rate Your Overall Experience of Equity Week 2022

Answered: 7 Skipped: 7



Knowledge of Safe Cannabis Use

With survey responses limited to dispensaries and cannabis brands, there was insufficient data to determine the broader public’s awareness of safe cannabis practices or specific legal requirements. While dispensaries and brands actively engaged with Equity Week, the absence of feedback from the general adult population highlights a need for further outreach and data

collection efforts. Expanding survey distribution to include non-industry participants would better assess knowledge levels across a wider audience and help identify areas where additional information or resources could promote informed and responsible cannabis use.

Awareness of Regulated, Equity-Owned Products

Dispensaries who participated in Equity Week demonstrated strong support for equity-owned products, with reports showing a 100% increase in orders for these items. This significant rise indicates that Equity Week effectively brought attention to these products within the industry. Additionally, cannabis brands noted an increase in orders from participating dispensaries by 10-20%, suggesting that Equity Week contributed to elevated product visibility and demand. This data suggests that industry stakeholders, when given the tools and promotional backing of Equity Week, are highly receptive to featuring equity-owned products, thereby creating a foundation for increased brand recognition within the cannabis market.

Awareness of Equity-Owned Businesses

The collaboration between dispensaries and various equity-owned brands during Equity Week reflects growing awareness within the industry. Participating brands rated their interactions with dispensaries at an average of 3.74 out of 5, signaling positive experiences and indicating a favorable reception to these business partnerships. This level of engagement suggests that industry participants are beginning to place more value on working with equity-owned businesses. However, for the objective to have a meaningful community-wide impact, awareness efforts must extend beyond the limited participating dispensaries. Promoting these businesses directly to consumers could drive broader brand familiarity, foster community support and help consumers make informed choices that support equitable business practices.

Support for Equity-Owned Products through Purchases

The data from Equity Week indicate strong purchasing behavior for equity-owned products among industry participants. Dispensaries reported substantial increases in orders for these products, and feedback from brands showed an enthusiastic response from consumers regarding their presence and availability in dispensaries. This level of support within the industry is encouraging, as it reflects a commitment to promoting equity-owned products. However, assessing the general public's purchasing behavior would offer a more comprehensive view of community support for these products. Direct consumer surveys or sales data tracking would yield further insights, enabling the program to understand and enhance factors that drive public purchasing preferences toward equity-owned cannabis products.

PPA 3: PUBLIC SAFETY

Goal and Objectives

The primary goal of PPA 3 focused on improving security for cannabis businesses and an increase in perceived safety and belief in adequate resources to respond to security threats.

Objectives included:

- Increase the number of businesses equipped to handle safety concerns.
- Enhance perceived safety among participants.

- Ensure businesses have resources for implementing security measures.

The collaboration with the Oakland Police Department (OPD) to host workshops and meet-and-greets provided valuable resources and training for cannabis businesses. The process evaluation noted that while the workshops were well-received, some businesses faced challenges in implementing recommended security measures due to resource constraints. Key activities included:

- **Security Workshops:** Workshops were conducted via Zoom to provide cannabis businesses with training on security protocols, crime prevention, and emergency response. OPD facilitated a total of 5 workshops over 3 years. These workshops aimed to equip businesses with practical knowledge and tools to enhance their safety measures. A total of 37 respondents participated in a retrospective survey to assess outcome effectiveness.
- **Safety Consultations:** Individual consultations with cannabis businesses were offered to assess their specific security needs and provide tailored recommendations. This included on-site evaluations and the development of customized security plans.
- **Collaboration with Law Enforcement:** Regular meetings and coordination with OPD were established to address safety concerns and improve communication and trust between businesses and law enforcement.

The workshops, attended by up to 27 businesses per session, provided valuable information, yet feedback indicated mixed results in achieving safety readiness. Many participants reported gaining general safety information, though only a few felt “safer” or fully “equipped” to handle security threats independently. This suggests that, while informative, the sessions may have lacked actionable steps or practical applications. Participants appreciated learning about local crime trends but expressed a need for more focused, hands-on training to implement specific security measures effectively. Furthermore, inspections conducted at 27 businesses yielded limited impact, with 12 participants reporting no significant improvement in their readiness.

Some businesses requested proactive security enhancements, such as overnight police patrols, to strengthen their safety measures beyond the workshops. Participant feedback on perceived safety gains consistently fell below the 25% target set for the program. For example, following the August 2022 workshop, only three participants felt “safer,” a trend that continued through subsequent sessions. The February 2024 workshop saw similar results, with just one participant indicating improved security perceptions. Although feedback from the April 2024 inspection was slightly more positive, with five participants noting a safer environment, this improvement still fell short of the target. Many participants indicated that visible security measures, like on-site guards or random police patrols, would offer a more immediate and impactful boost to their sense of safety compared to informational sessions alone.

Financial constraints emerged as a significant barrier to implementing the safety recommendations covered in the workshops. While sessions addressed the use of alarm systems, security cameras, and safes, many participants cited financial limitations in effectively adopting these tools. Feedback from 23 participants emphasized the need for state funds or

grants to help cover safety equipment costs, and 14 participants expressed a desire for security personnel to strengthen on-site safety. This gap between theoretical knowledge and practical application, due to limited resources, underscores the need for financial support.

Overall, the security program partially succeeded in raising awareness of safety strategies among equity-owned cannabis businesses. However, achieving full readiness requires a stronger emphasis on hands-on training, visible security presence, and accessible funding resources. Despite providing valuable safety insights, the findings indicated that additional support—such as action-oriented workshops, funding opportunities, and physical security presence—is essential to fully meet the program’s objectives and enhance business safety and readiness effectively.

Discussion of Results and Limitations

The Oakland Cannabis Awareness and Safety Program showed substantial progress across its primary goals of youth awareness, public health awareness, and business safety. The adaptation to virtual and hybrid formats was crucial in maintaining engagement during COVID-19 disruptions. Successful partnerships with local schools and community groups contributed to a high number of youth engagements. Both youth education and cannabis campaigns were effective in reaching target populations through social media. Despite missing some quantitative targets due across the project areas, the program’s focus on education and awareness has laid a strong foundation.

PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION

The youth project area made notable strides in increasing awareness and fostering caution among participants, yet certain challenges remain that could enhance its impact. First, coordination within the school to integrate the curriculum into existing class schedules proved difficult. Schools faced competing priorities, and some teachers had limited availability to participate in the program. Additionally, one significant point for consideration is the current limitation on tracking individual behavioral changes, as each cohort consists of new respondents annually. Without a longitudinal approach, it is challenging to assess how effectively the program influences sustained behavioral change at a personal level. Language and cultural factors appeared to play a role in the effectiveness of the program as well, with noticeable differences between English and Spanish-speaking participants. Spanish-speaking respondents reported lower baseline knowledge of cannabis laws and associated risks, which may stem from limited access to tailored resources or programs. These disparities highlight the need for sustained bilingual and culturally sensitive outreach, as language barriers can inadvertently restrict access to vital information. Finally, the program’s impact across age groups was shown to be uneven, with older participants typically demonstrating higher levels of knowledge compared to younger participants, particularly middle school students, who displayed gaps in understanding legal aspects and long-term health implications of cannabis use.

PPA 2: PUBLIC HEALTH

One goal of PPA 2 is to foster knowledge of safe cannabis use among adults. Given that survey responses were exclusive to dispensaries and cannabis brands, there is limited information on whether the general adult population increased their awareness of safe use practices or legal requirements. While Equity Week successfully engaged industry participants, gathering input from a broader audience would better illuminate the general community's understanding of safe use and potential informational needs. And while brands saw an uptake in sales, expanding brand promotion beyond the industry, could further strengthen public support and enable community members to make informed choices in their purchases. Equity Week itself served as the central event aimed at promoting cannabis awareness and support for equity-owned businesses. While the event effectively brought together dispensaries and brands, the absence of broader community engagement limited its overall public reach. This underscores the need for strategies to increase public participation for active community involvement. The campaign faced budget constraints that limited the scope of its outreach. Funding issues affected the ability to produce and distribute materials on a larger scale and to reach more diverse community groups. Although Equity Week was well-attended, engaging the broader community and ensuring sustained interest beyond the event was challenging. Follow-up efforts were necessary to maintain engagement and support.

PPA 3: PUBLIC SAFETY

The security workshops and inspections successfully raised awareness among equity-owned cannabis businesses, yet critical objectives related to practical application, perceived safety, and resource adequacy remained unmet. Although the program provided valuable knowledge on safety protocols, fewer than 25% of participants reported feeling an increase in safety, indicating that educational content alone does not address their immediate concerns. Participants highlighted that their sense of safety improves more through visible and actionable security measures, such as on-site presence of security personnel, rather than workshops alone. Additionally, while participants acknowledged the importance of crime trend information, many felt unprepared to apply what they learned without direct, practical support. The gap between theoretical instruction and actual readiness suggests a need for workshops that go beyond information sharing to include scenario-based learning. Financial limitations further constrained participants' ability to implement recommended safety upgrades, underscoring a significant barrier to translating knowledge into practice. The feedback showed a strong preference for proactive, visible security solutions over theoretical advice, reinforcing that practical support is essential.

Recommendations

PPA 1: YOUTH DEVELOPMENT/YOUTH PREVENTION & INTERVENTION:

To address these discussion points and enhance program efficacy, several key recommendations emerge. First, implementing a longitudinal tracking framework would allow the program to follow participants over consecutive years, providing a clearer picture of its long-term impact. Encouraging previous participants to re-engage with annual surveys or attend follow-up community events could be beneficial. Offering incentives for repeat

engagement could also bolster participation rates and generate a wealth of data on individual behavior shifts, allowing the program to assess whether initial gains in awareness result in sustained, positive changes. Expanding bilingual and culturally sensitive outreach is another critical step, particularly for Spanish-speaking populations. By increasing the availability of Spanish-language workshops, informational materials, and bilingual facilitators, the program can improve its accessibility and ensure language does not impede participation. Furthermore, building partnerships with community organizations that serve Spanish-speaking populations could foster trust and encourage consistent engagement, helping the program reach broader segments of Oakland’s diverse population. Lastly, developing age-appropriate educational resources tailored to specific age groups would likely increase the program’s effectiveness. Interactive tools such as games or short, engaging videos may be suitable for younger audiences, whereas high school and adult participants could benefit from deeper discussions on cannabis law, addiction prevention, and safe practices. Together, these strategies could significantly enhance the program’s reach and efficacy, creating a more comprehensive framework to support cannabis awareness and safety across Oakland.

PPA 2: PUBLIC HEALTH

To increase reach of equity-owned brands and dispensaries carrying equity-owned brands, engaging the wider community through partnerships with local organizations or targeted campaigns would enhance data diversity and provide insights into general awareness. Offering incentives to encourage a greater range of survey participants, potentially through community forums or public-facing events, would help gather more representative feedback. A focused campaign to boost public awareness of equity-owned brands could further their market presence. Highlighting specific equity-owned businesses in dedicated promotions would elevate their visibility among consumers and reinforce public support for equity-focused enterprises. Additionally, enhancing the Equity Week format could foster more meaningful community engagement. Hosting a series of pop-ups, educational sessions, or community events throughout the year, culminating in Equity Week, would provide multiple engagement points, helping maximize awareness and support for safe cannabis use and equity-owned businesses.

PPA 3: PUBLIC SAFETY

To increase practical readiness, future workshops should incorporate hands-on components, such as scenario-based drills and real-time security assessments, allowing participants to practice response strategies. Collaborative exercises with OPD personnel could be beneficial for reinforcing the workshop’s lessons through active, situational learning. Addressing financial barriers by offering state or local funding for essential security infrastructure—like cameras, alarms, and reinforced entry systems—would directly support businesses in implementing effective security measures. A more consistent, physical security presence could significantly improve participants perceived safety. Introducing periodic patrols in high-risk areas, in partnership with local law enforcement or private security firms, would provide direct support to these businesses. Additionally, customizing inspection feedback to offer actionable, prioritized steps for security improvements would give businesses a clear, achievable path forward. After each inspection, OPD could provide a specific report detailing how each business

can enhance its security setup within its resource limits. Finally, establishing a structured feedback process would allow for continuous program evaluation and adaptation, ensuring participant concerns are addressed in real time. This ongoing feedback loop would not only improve satisfaction but also support a more responsive program structure capable of evolving with participants needs.

Conclusion:

The Oakland Cannabis Awareness and Safety Program has made strides in promoting responsible cannabis use, enhancing public health awareness, and advancing safety within the cannabis industry. The program’s three primary focus areas—youth education, public health, and business security—address critical needs within the Oakland community, specifically in relation to cannabis legalization under Proposition 64. Through its multi-faceted approach, the program engaged a diverse set of stakeholders, including students, community members, and cannabis business operators, to foster a safer and more informed community.

The youth component successfully leveraged partnerships with the Oakland Unified School District (OUSD) and the Public Health Institute (PHI) to deliver targeted cannabis education. The educational materials and interactive digital campaigns empowered youth to make informed decisions about cannabis, contributing to a shift in attitudes regarding its use. The public health campaign primarily aimed to increase safe and responsible cannabis use among adults, particularly through Equity Week, boosted visibility and support for equity-owned cannabis businesses. The campaign was successful in highlighting equity-owned brands and increasing product visibility in participating dispensaries. By amplifying support for equity-owned cannabis products and promoting safer use practices, this campaign could see even more lasting results. The public safety initiative addressed a significant challenge within the cannabis industry—business security. The program provided needed resources and training to improve security awareness among cannabis business owners. While participants gained valuable insights into crime prevention and emergency response, enhancing this work includes more-tailored approaches to improve the overall efficacy of this initiative.

In summary, the Oakland Cannabis Awareness and Safety Program serves as a valuable model for integrating education, public health, and safety within the context of cannabis legalization. By promoting youth awareness, public health responsibility, and business security, the program has laid a solid foundation for sustainable community impact. Continued investment in resources, targeted outreach, and expanded support for equity-owned businesses will be essential in building upon this progress, ultimately contributing to a safer, more informed, and resilient Oakland community.

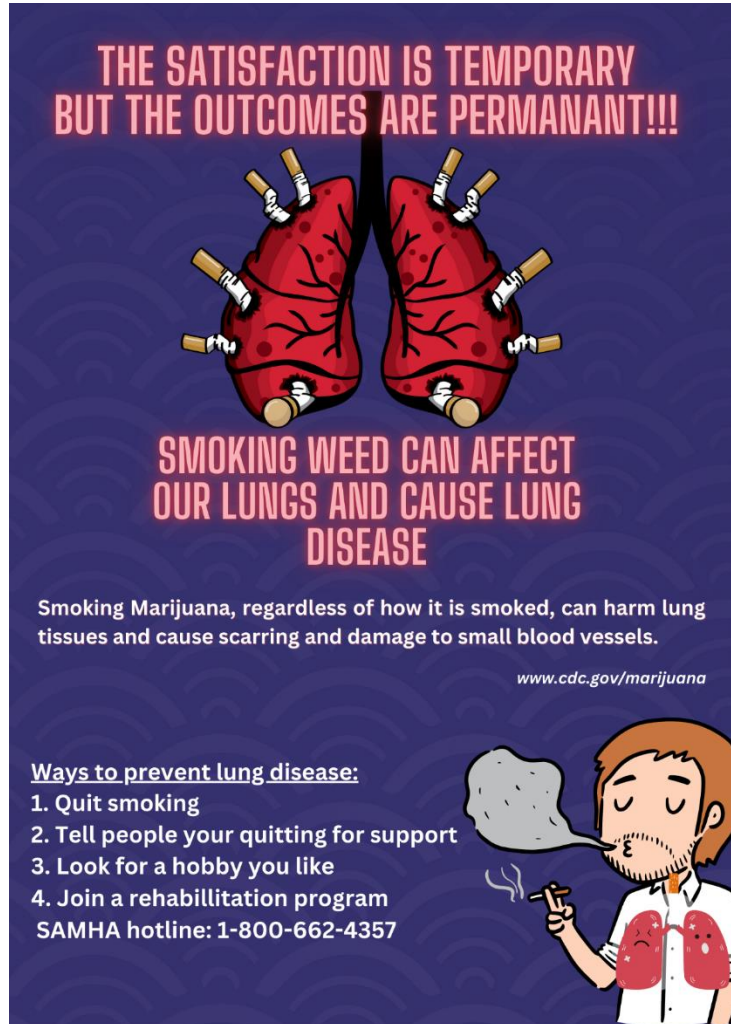
Logic Models:

The Oakland Cannabis Awareness and Safety Program’s logic models are shown in Appendix A.

Grantee Highlight:

The Oakland Cannabis Awareness and Safety Program would like to spotlight the Public Health Institute’s CA4Health Program and Castlemont High School CHEA Academy’s youth that developed engaging social media campaigns and educational brochures centered on the risk of cannabis and aimed to delay the onset of or reduce cannabis use.

During the implementation of the program, students not only became the subject matter experts on cannabis but became familiar with current public health awareness media campaigns. Students were able to identify each media type relevant to various public health campaigns and able to assess the impact of public health campaign advertisement. Students also gained competencies and skills related to the components of a health media awareness campaign advertisement, including but not limited to a hook, messaging, impactful images and packaging, call-to-action (prevention, intervention, or education), and contact information (optional). Students used this information to create their own campaigns focused on the harm of cannabis among their demographic.

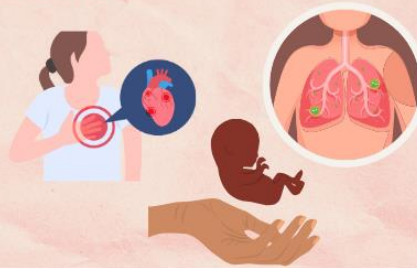


Warning to Marijuana Smokers

Second-Hand Smoke Is... First-Hand Cancer

There is no safe level of exposure to secondhand smoke. Second-Hand Marijuana Smoke inhaled by youths can cause health problems.

Even brief exposures can cause immediate harm. Secondhand smoke can cause coronary heart disease, stroke, lung cancer, and adverse reproductive health effects in women, such as low birth weight.



Healthy Infants exposed to secondhand smoke are more likely to have Sudden Infant Death (SID), while children can gain respiratory infections, ear infections, and asthma attacks.



Secondhand smoke exposure is responsible for 202,300 asthma episodes and 790,000 doctor appointments for U.S. children with ear infections annually.

Ways to Put a Stop to It!

Having strong laws that ban smoking everywhere can encourage smokers to quit and prevent young people from starting to smoke.



We could prevent a lot of health issues and deaths and keep people working efficiently if we made strict rules against smoking indoors in workplaces, restaurants, and bars all over the U.S.



When children breathe secondhand smoke, it is like they are smoking, too. Stop smoking for the sake of not only yourself but for others too.

Eliminating smoking is the only way to fully protect people who do not smoke from secondhand smoke exposure.

In Need of Help?

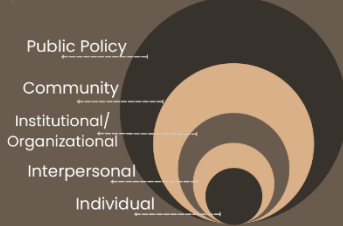
 Roots Clinic 
Young People's Wellness Center
7272 MacArthur Blvd
Oakland, CA
Contact (510)-777-1177

Created By Virginia K.

Recommendations

Provide a recommendation at each level of the SEM

- A recommendation at an individual level would be going to therapy and finding the help you need.
- A recommendation at an interpersonal level would be recommending organizations and different methods that can help to stop them from consuming cannabis.
- A recommendation at an organizational level would be spreading the word and advertising the risks that will come from consuming cannabis.
- A recommendation at a community level would be helping to sign petitions so that youth won't be able to buy cannabis products so easily. Because some stores will sell cannabis products to underage individuals.
- A recommendation at a public policy level would be creating laws that go against underage teens buying or selling cannabis products.



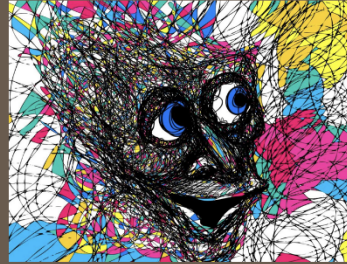
The most important level to tackle first?

- The most important level to tackle first is the community level because people aren't going to wanna quit consuming cannabis without the community's encouragement.
- My recommendation is the key to the issue because there are so many organizations that help with cannabis but people aren't paying attention. If the whole community gets involved with stopping people from consuming cannabis products especially young teens this will help solve some issues.

Community Resources

- Provide a Digital Resource
 - SAMHSA
 - This organization helps people that are suffering from mental health issues and also substance abuse.
 - <https://www.samhsa.gov/find-help/national-helpline>
- Provide a Digital Resource
 - SAMHSA
 - This organization also helps people suffering from schizophrenia by offering therapy and advice on how to handle it.
 - <https://www.samhsa.gov/find-help/national-helpline>
- Provide a local resource in East Oakland
 - Oakland addiction medicine & recovery services
 - This resource offers services for people that are going through drug addiction and need help.
 - 380 W. MacArthur Blvd. Oakland, CA 94609
 - 510-251-0121

THE ASSOCIATION BETWEEN CANNABIS AND SCHIZOPHRENIA AND ITS HEALTH IMPACT ON EAST OAKLAND YOUTH.



Additional Resources: Other Organizations

Organizations that are addressing your topic:

- SAMHSA- 800-662-HELP (4357)
- National Alliance on Mental Health
- 703-524-7600

Cannabis is a very addictive drug and is taking over the minds of youth. It can cause schizophrenia which then creates paranoia and depression.

Public Health Advocacy Class
March 2023



Brochure by:
(Chanel Humphreys, Per. 5)

PREVALENCE + IMPACT:

BACKGROUND

Background or history of cannabis and schizophrenia on a global, national, or individual level.

- My topic is how cannabis can affect your mental health and sometimes cause you to be schizophrenic depending on how often you consume cannabis on a daily basis. When someone is schizophrenic they will experience hallucinations, delusions, and uncorrected thoughts and behaviors. It's also very common to be paranoid and lean towards hearing voices.
- Schizophrenia is defined as a mental disorder that weighs on a person's ability to function in the real world without being paranoid about something. Someone with this disorder might constantly see lights or objects or even dead relatives at times.
- This topic is important because paranoia can take a toll on someone's mental health and cause them to experience depression at times. It should be taken seriously because if it's just ignored it can affect a person's daily life. Some people may have thoughts of suicide or even tried to commit suicide and there needs to be actions taken against this mental health disorder that can possibly be caused by consuming cannabis.

Factors that influence this problem or issue?

- One factor that influences cannabis smoking is peer pressure.
- Another influence is experimentation/boredom.
- One more influence is trying to cope with anxiety.



SIGNIFICANT EVENTS + POLICIES

- Major events or significant policies related to your topic?
 - Cannabis in California was made legal in 2016
 - You must be 21 or older to consume cannabis
 - You can only possess one ounce of dried cannabis
 - Must be 21 or older to purchase cannabis



- "Approximately 3 in 10 people who use marijuana have marijuana disorder".
- Since teens are becoming so addicted to consuming marijuana products this means that 3 in 10 people are more likely to contract marijuana disorder.
- This is important because teens can become dependent on consuming marijuana everyday. This is important to take action against because consuming too much marijuana can cause some teens to develop symptoms of schizophrenia. And this can be very unhealthy especially for younger people.

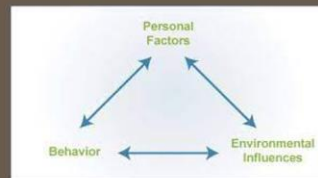


- "Clinical evidence suggests people who have schizophrenia have a worse overall outcome from using cannabis".
- People that consume cannabis while also carrying the weight of having schizophrenia can be deadly for them. Because this can cause their symptoms to become worse than it already was at the time.
- This is important because people that have schizophrenia can get worse symptoms than they already have at the moment. It's important to take action because if it's just swept under the rug then the problem isn't going to get taken care of.

SOCIAL-BEHAVIOR MODEL

Personal Factors lead to the health issue:

- One factor that influences this health issue is trying to cope with anxiety.
- Another factor that would influence this health issue is experimentation/boredom.
- One more factor that influences this health issue is medical reasons.



Environmental Influences lead to the health issue:

- One environmental influence that can lead to this health issue is peer pressure.
- Another environmental influence that can lead to this health issue are the people around you.
- One more environmental influence that can lead to this health issue is second hand smoking.

Behaviors lead to the health issue:

- One behavior that can lead to this health issue is anxiety.
- Another behavior that can lead to this health issue is trying to find a coping mechanism.
- One more behavior that can lead to this health issue is trying experiment with cannabis.

Appendix A:

Goal 1: Decrease youth usage of cannabis and delay the onset of youth usage of cannabis.

Inputs	Activities	Outputs	Outcomes	Impacts
<p>Castlemont High School, specifically the Community Health Equity Academy, students, teachers, and staff</p> <p>Public Health Institute, specifically the CA4Health program, knowledgeable staff on cannabis use and community issues</p> <p>Collaboration time with East Oakland Youth Development Center (EOYDC) youth</p> <p>Program staff time for program development and monitoring</p> <p>Time for Program staff to run school student club</p> <p>Stipends for student participation in student</p>	<p>In-school research project on adolescent cannabis use in Oakland</p> <p>In-school Problem-Based Learning project for Digital Awareness Campaign Ads based on previous research project</p> <p>In-school education on cannabis for Castlemont students. Student leaders who will also serve as student researchers will receive the same cannabis education materials. Presentations will be delivered during health class on Tuesdays and Thursdays for 90 minutes.</p> <p>Pre-education survey collected from Castlemont students</p>	<p>20 Castlemont students researching adolescent cannabis use in Oakland</p> <p>20 Digital Awareness Campaign Ads for Year 1</p> <p>20 Castlemont student leaders trained in advocacy to run Youth Cannabis Awareness Campaign</p> <p>60 social media outputs per year</p> <p>2 cross-site collaboration meetings with EOYDC youth</p>	<p>30% of student researchers, student leaders, and other Castlemont students, in the pre-survey, report a delay in cannabis use by age 17</p> <p>30% decrease in cannabis use by student researchers, student leaders, and other Castlemont students, in Year 2 & 3</p> <p>20% of student researchers and student leaders, and other Castlemont students report a change in attitude toward cannabis use</p> <p>100% of student researchers, student leaders, and other Castlemont students report an increase knowledge in the risks</p>	<p>Youth and young adults who view awareness campaign website and social media posts will have the information they need to make healthy choices regarding the use of cannabis. This will:</p> <p>a.) Decrease cannabis use and misuse in youth b.) Increase youth awareness in risks associated with cannabis</p> <p>Youth still in schools (student researchers, student leaders, and other Castlemont students) who make healthy choices regarding the use of cannabis will:</p> <p>a.) Increase the high school graduation rate b.) Decrease the drop-out rate c.) Decrease student tardiness and school absences</p> <p>Student researchers and students who engage in student club and other cannabis-related education and activities will experience the benefits of positive drug-free activities and support in making healthy choices around the use of cannabis.</p>

<p>club to run Youth Cannabis Awareness Campaign</p> <p>Youth Participatory Action Research curriculum focused on youth leadership and advocacy</p> <p>Social media technologies (funding to maintain social media campaigns online, i.e. website)</p> <p>BSCC PROP 64 funding</p>	<p>Post-education survey collected from Castlemont students and other youth associated with other organizations after campaign has launched</p> <p>School club students take YPAR-based leadership and youth advocacy training for Youth Cannabis Awareness Campaign</p> <p>School student club to run Youth Cannabis Awareness Campaign</p> <p>Cross-site youth collaboration meetings with EOYDC youth to enhance campaign materials</p>		<p>associated with cannabis use</p> <p>75% of youth and young adults viewing awareness campaign materials on website and social media will increase perception that adolescent cannabis use is harmful</p> <p>70% of parents increase their knowledge and comfortability with discussing the effects of cannabis use with their children</p>	
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Goal 2: Inform adults 21+ who use or are interested in using, cannabis about the laws to promote safe and responsible use and how they can support Oakland equity cannabis businesses.

Inputs	Activities	Outputs	Outcomes	Impacts
<p>Program staff of Make Green Go that will create and design an awareness campaign</p>	<p>Prepare and implement cannabis awareness campaign</p>	<p>Number count of people 21+ years or older in target population reached</p>	<p>Increase knowledge/awareness of safe use (regulated and unrelated use of cannabis)</p>	<p>People consume legalized, regulated cannabis as opposed to unregulated cannabis in a safe environment</p>

<p>Time for staff to create and design awareness campaign</p> <p>Materials and designs for awareness campaign</p> <p>Information about local regulated cannabis equity-owned products and businesses</p> <p>Make Green Go program staff time for monitoring and data collection</p>	<p>Collect baseline data on knowledge of legalized recreational cannabis, its laws, and safe use</p> <p>Collect baseline data of support of regulated cannabis equity-owned products and businesses</p> <p>Host an annual Oakland Cannabis Awareness and Safety Program community event</p>	<p>Number count of social media posts- 2x/week; total of 24 posts</p> <p>Number count of boosted ads if applicable</p> <p>Number count of surveys completed by cannabis participants to include initial survey informing the promotion of equity week</p> <p>Host a Cannabis Awareness and Safety Program community event-- Equity Week 11/14-11/18</p>	<p>Increase knowledge/awareness of equity-owned products</p> <p>Increase knowledge/awareness of regulated cannabis equity-owned businesses</p> <p>Increase support (in the form of purchased goods) of regulated cannabis equity-owned products-</p> <p>Support (in the form of customer visits) of regulated cannabis equity-owned businesses</p> <p>Coordinate a community event (Equity Week) for Oakland residents and cannabis industry operators</p>	<p>Increase the visibility of equity-owned cannabis brands for those interested in consuming cannabis and the general public</p> <p>21+ years and older cannabis consumers are aware of local cannabis equity programs and more inclined to support equity-owned businesses and products through various means</p> <p>Increased economic stability of equity owned businesses and in turn, creating more stable, resilient, and sustainable communities</p>
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Goal 3: Host a series of security workshops for cannabis business to improve their safety.

Inputs	Activities	Outputs	Outcomes	Impacts
<p>Program staff that will create and implement cannabis security workshops, specifically Oakland Police Department</p> <p>Time for staff to create and design security workshops</p> <p>Materials and designs for security workshops</p> <p>Information about best security and safety practices for cannabis operators</p> <p>Program staff time for monitoring and data collection</p>	<p>Host an annual Oakland Cannabis Awareness and Safety Program community event</p> <p>Design and implement workshops (minimum of 5 per year) that identify the steps to protect the safety of cannabis businesses, employees, and the community</p> <p>Meet and greets with cannabis businesses</p> <p>Provide guidance to community partner liaisons and serve as the project's "resident expert."</p> <p>Create a format for ongoing exchange of communication and information for minority-owned cannabis businesses</p>	<p>Number count of workshops conducted</p> <p>Number count of people who attend workshops</p> <p>Number count of people in attendance at Cannabis Awareness and Safety Program community event</p> <p>Number count of businesses reached by communication exchange</p>	<p>Increase the number of licensed cannabis businesses that are equipped to respond to safety/security concerns</p> <p>50% of equity-owned cannabis businesses report an increase of perceived safety, ultimately feeling safer</p> <p>Program participants report having sufficient information to implement crucial safety measures to secure their businesses</p> <p>Increase the number of cannabis businesses who implement safety measures</p>	<p>Licensed cannabis operators who engage in security workshops are equipped with the tools and systems in place to have a safe and secure business with fewer security threats</p> <p>Cannabis businesses will better understand public safety needs and be more prepared to respond to security threats in real-time, in turn, bridging the gap in trust between residents and law enforcement</p>