



## Youth Marijuana Prevention and Education Program

# NEWSLETTER



## **YouCan Campaign Billboard Goes Up in Bremerton**

### YMPEP Sends a Positive Message to Youth in Kitsap County

The Youth Marijuana Prevention and Education Program in Kitsap County is making a big statement in a big way. The YMPEP team in Kitsap County were one of the first in the state to utilize the *YouCan* Campaign to promote the youth marijuana prevention message on a billboard: "*You Can turn your dream into reality. Marijuana won't get you there.*" The Bremerton billboard ran through the month of May and Port Orchard billboard will run through the month of July.

The *YouCan* campaign is part of the WA State Department of Health Marijuana Prevention and Education Program and promotes youth marijuana prevention by encouraging young people to pursue their future dreams and immediate personal goals.

YouCanWA.org provides information relating to:

- Washington State Laws on Marijuana
- Marijuana for Medical Use
- Active Chemicals in Marijuana
- Types of Marijuana

In addition to the above, *YouCan* also provides information on the health effects, consequences, and news relating to marijuana. For more information, please follow the link: [www.youcanwa.org](http://www.youcanwa.org)

If you would like more information on how you can utilize the *YouCan* Campaign in your organization, contact Lyndsey Kellum at [lyndsey.kellum@kitsappublichealth.org](mailto:lyndsey.kellum@kitsappublichealth.org)



YouCan billboard on 6th & Bryan in Bremerton



YouCan billboard on Sedgewick Rd. in Port Orchard

# Youth Marijuana Prevention Research

## Big P, Little p, What begins with P?

Policy. The Youth Marijuana Prevention and Education Program greatly focuses on implementing initiatives to make policies more supportive of healthy behaviors. Policy has many layers, knowing how they differ can help advocates better understand where they can make a difference across the broad spectrum of youth substance use and abuse prevention. Let's break down policy by comparing *policy* and *Policy* (also known as "little p" and "big P")?

"Little p" policies are typically at an institution, department or agency level and generally influence organizational practices. "Big P" policies, like state or federal law, city ordinances and comprehensive plans, typically need elected officials' approval and are generally more difficult to influence than "little p" policies.

How does this apply to marijuana legalization and youth marijuana prevention? The National Association of County and City Health Officials (NACCHO) released their recommendations in a Statement of Policy regarding Medical and Recreational Cannabis and Cannabinoids.

The Olympic Region prioritizes and supports the development of policy, systems, and environmental initiatives that:

1. Prevent youth access and use
2. Inform pregnant and breastfeeding women about potential risks
3. Promote racial equity and healthy communities

Learn more about NACCHO's policy recommendations by clicking on the link:

<https://www.naccho.org/uploads/downloadable-resources/17-06-Medical-and-Recreational-Cannabis-and-Cannabinoids.pdf>

## Resources

### Pregnant and Breastfeeding Women



The WA State Department of Health has released a new infographic for pregnant and breastfeeding women: *5 Things to Know about Marijuana use while pregnant of breastfeeding.*

This infographic will be translated into five languages: Chinese, Korean, Russian, Somali, Spanish, and Vietnamese.

Contact Lyndsey Kellum, [lyndsey.kellum@kitsappublichealth.org](mailto:lyndsey.kellum@kitsappublichealth.org), for a pdf of the infographic.

## Use the YouCan Campaign

Want to use the YouCan Campaign on your organizations website, social media, or at your next event? Get access to a variety of tools to share the message with about the health effects and consequences of marijuana use.

Email Lyndsey Kellum to get the link to the Department of Health's *YouCan* social press toolkit.



Brought to you by the Washington State Department of Health,  
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