



Parent/Caregiver Attitudes Regarding Youth Marijuana Use

USING LOCAL DATA TO PAVE THE WAY FOR POSITIVE COMMUNITY CHANGE

OCTOBER 1, 2019

Communications Company Implemented Survey



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Founded in 2004, TDW+Co's service offerings include brand strategy, creative, digital and interactive, social and experiential, and market research services, with deep insights in the cross-cultural and millennial consumer. TDW+Co delivers results for Fortune 500 brands in reaching today's ever-changing diverse markets with the attitude of "makin' it happen" that its client partners have come to expect.

TDW+Co is a certified minority-owned and disadvantaged business enterprise with offices in Seattle, Los Angeles, and New York.

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Background on Process

- ▶ Survey of Community-Based Organizations
- ▶ Convenience Survey - Parents/Caregivers of youth 11-17 years old
 - ▶ 375 participants
 - ▶ 39 King County Zip codes

Segmented by Tolerance Level

Marijuana Cannabis Tolerance	N	%
Low Tolerance	92	24%
Moderate Tolerance	204	54%
High Tolerance	81	21%

Methodology

- **Method:** Online and Intercept-recruited surveys
 - The survey was completed via a self-administered questionnaire
 - Sampling was done using a blended sample approach, sourcing from multiple aggregated online panels, internet samples and intercept recruits
- **Market:** King County-wide **LOI:** 15 min.
- **Sample Size:** N = 375 **Field Dates:** 5/21 - 6/12
- **Customer Target:** King Co. parents
 - Ages 25+
 - Parent, legal guardian, primary caregiver
 - Youth living in household 11-17 years of age

Purpose

- ▶ Assess beliefs, knowledge, and perception of risk
- ▶ Discover what information caregivers want
- ▶ Determine media utility, usage, and credibility
- ▶ Test messages
- ▶ Inform messaging work moving forward

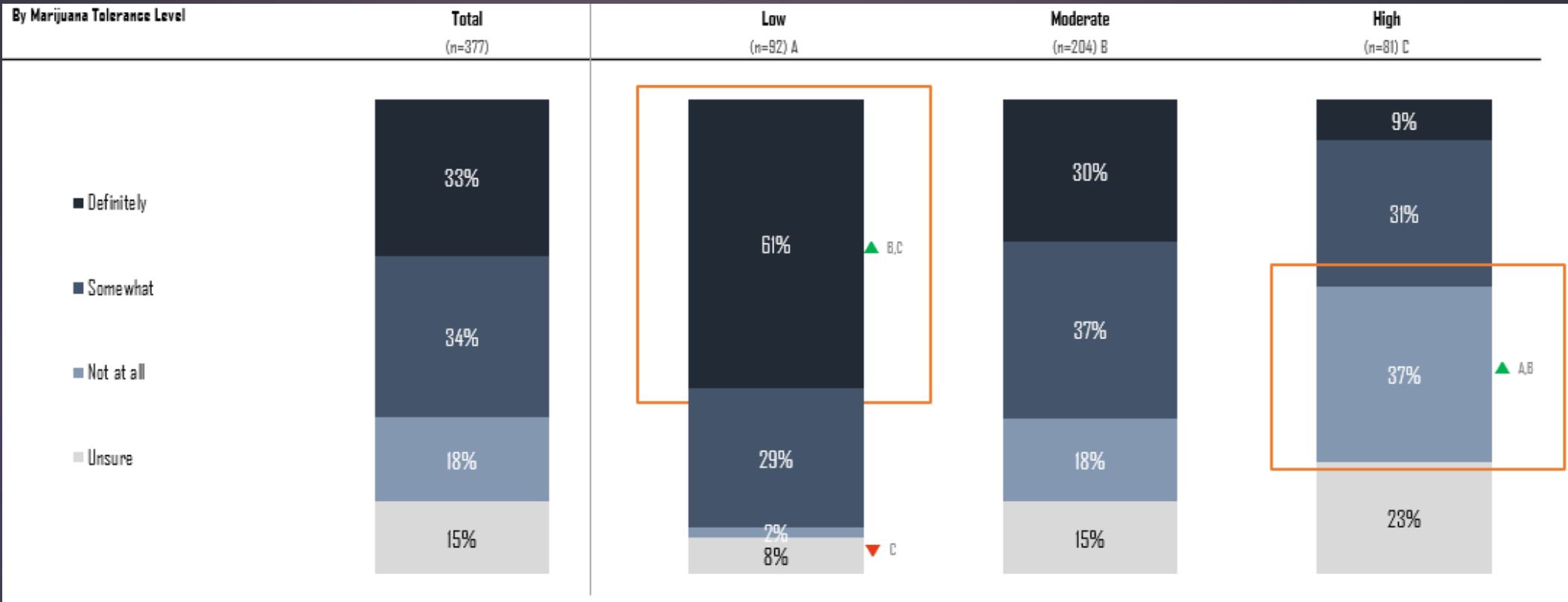
Parent/Caregiver Use

- ▶ Parent/caregiver respondent use – nearly 60% past use
- ▶ High tolerance parents/caregivers – higher use rates
- ▶ Low tolerance parents – 90% no longer use or used a few times in past

Perceptions – Prevalence of Use

- ▶ 2/3 parents/caregivers perceive widespread or very widespread use
- ▶ 50% young parents/caregivers perceive youth marijuana use is “very widespread”
- ▶ 60% perceive youth marijuana use has increased significantly (last 5 years)

Perception – Community Health Impact

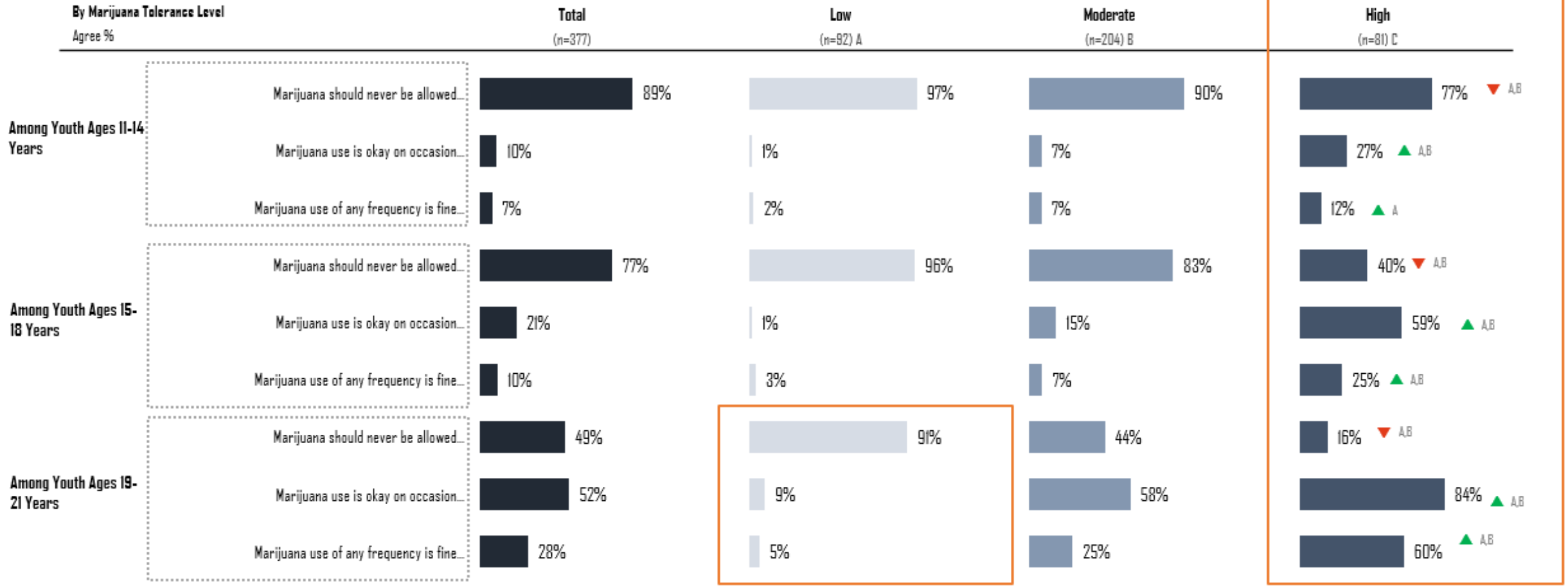


Q: Does youth marijuana use affect the health of your community/neighborhood?

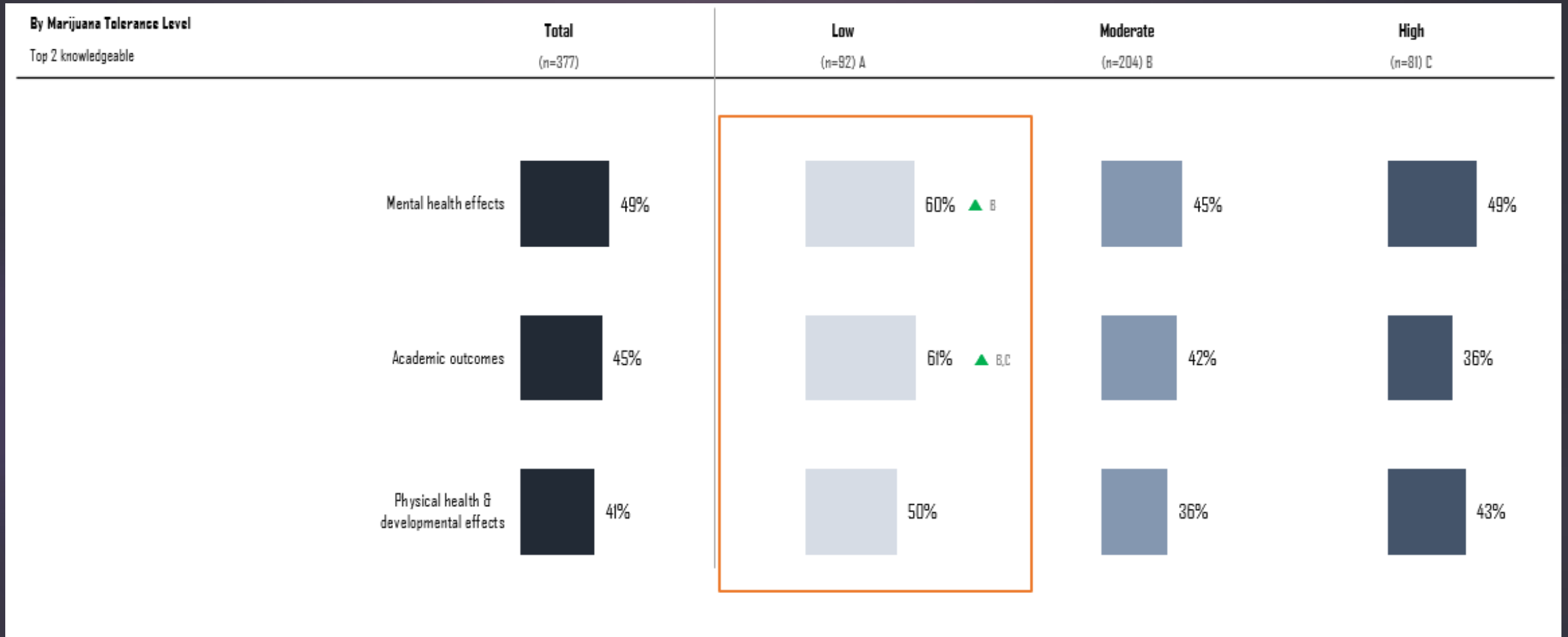
Perception – Use & Age

By Marijuana Tolerance Level

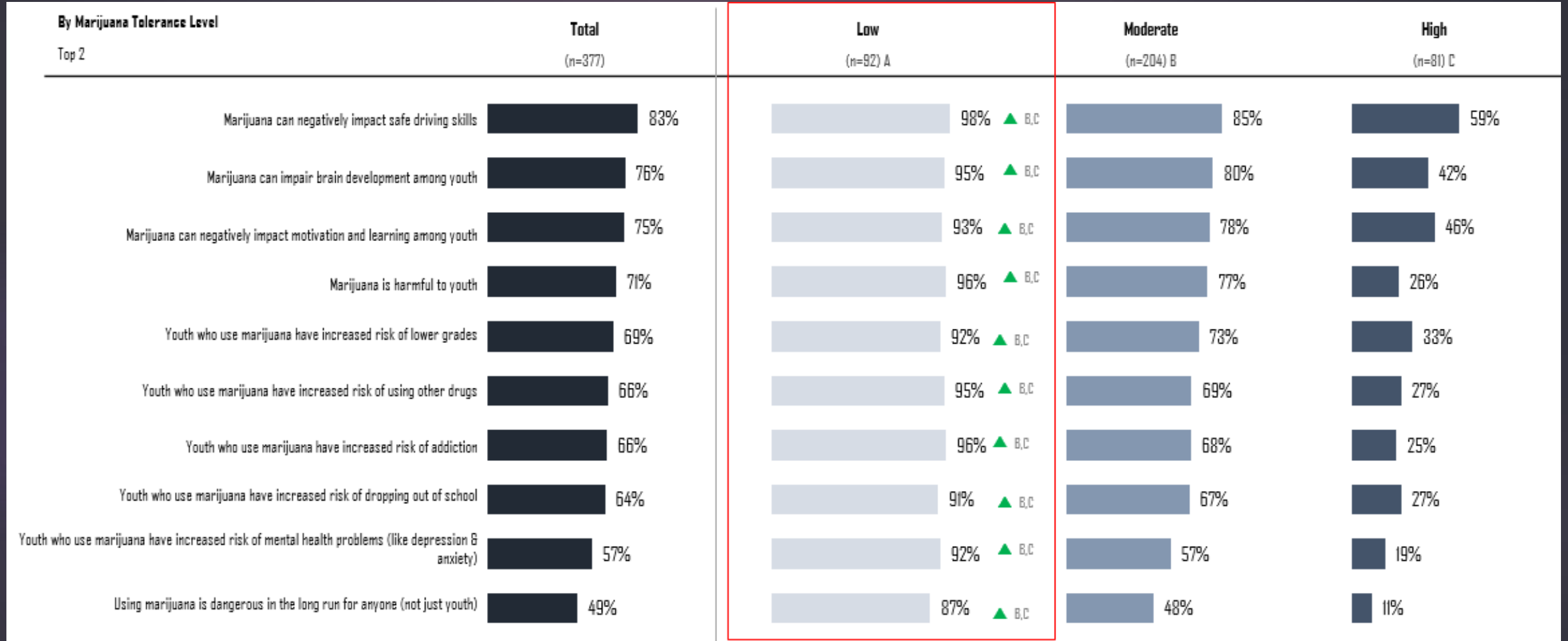
Agree %



Perception – “Knowledgeable”

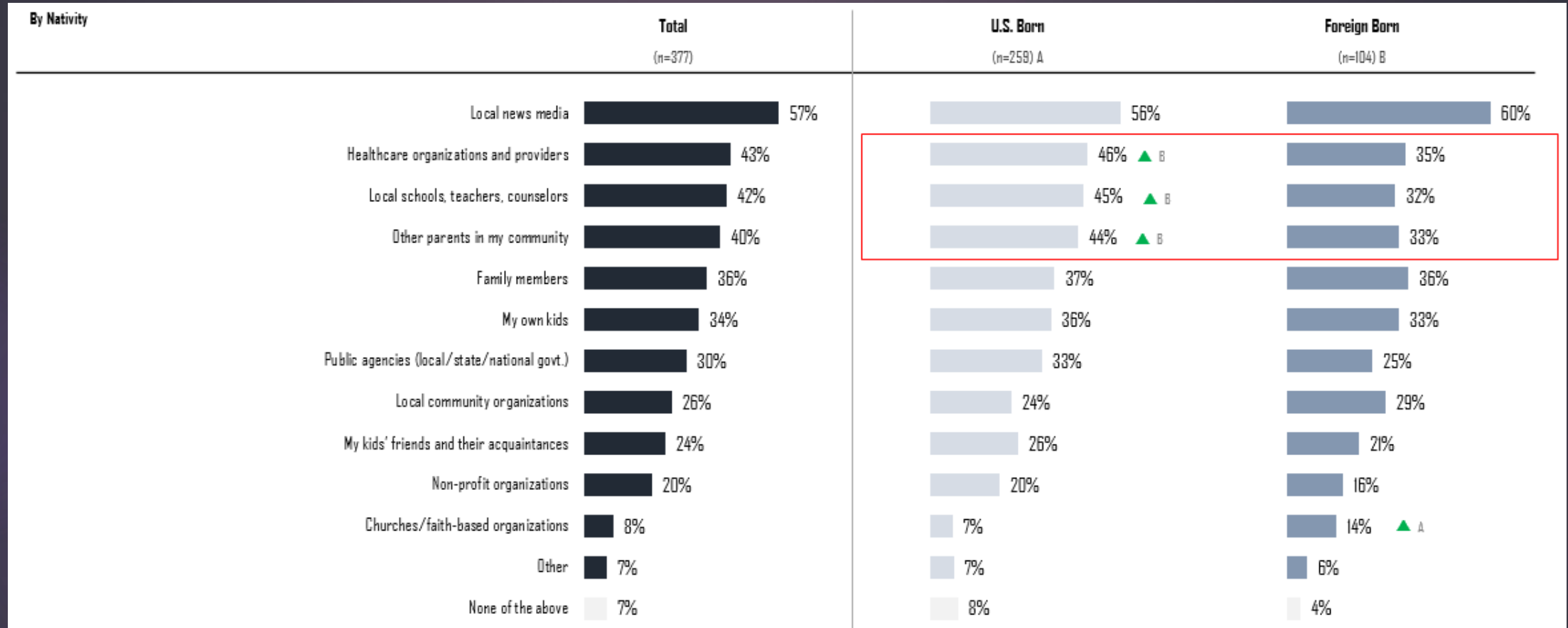


Normative Beliefs on Youth Risk



*Negative impact on driving skills was the only consistent and normative belief across all groups.

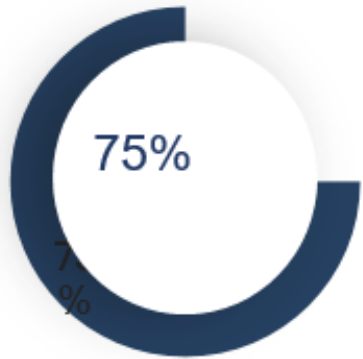
Where do you get information?



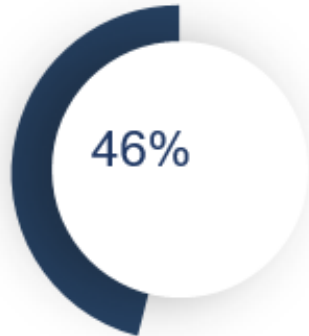
***Most credible sources of information (Healthcare organizations and providers, local schools, teachers, counselors, and other parents in “my” community)

Advertising Recall – Past Month

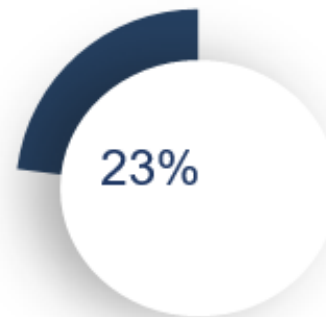
A dispensary / retail store for cannabis / marijuana



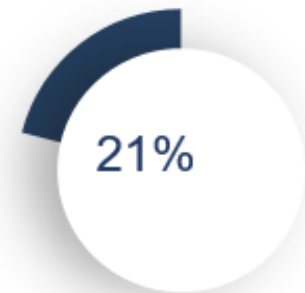
A cannabis / marijuana product or packaging



A public message about the risks of marijuana



A message about youth marijuana prevention



Q: Thinking about the past month, have you seen any ads (on billboards, magazine, websites) that include the following information?

What information do you want to see more of?



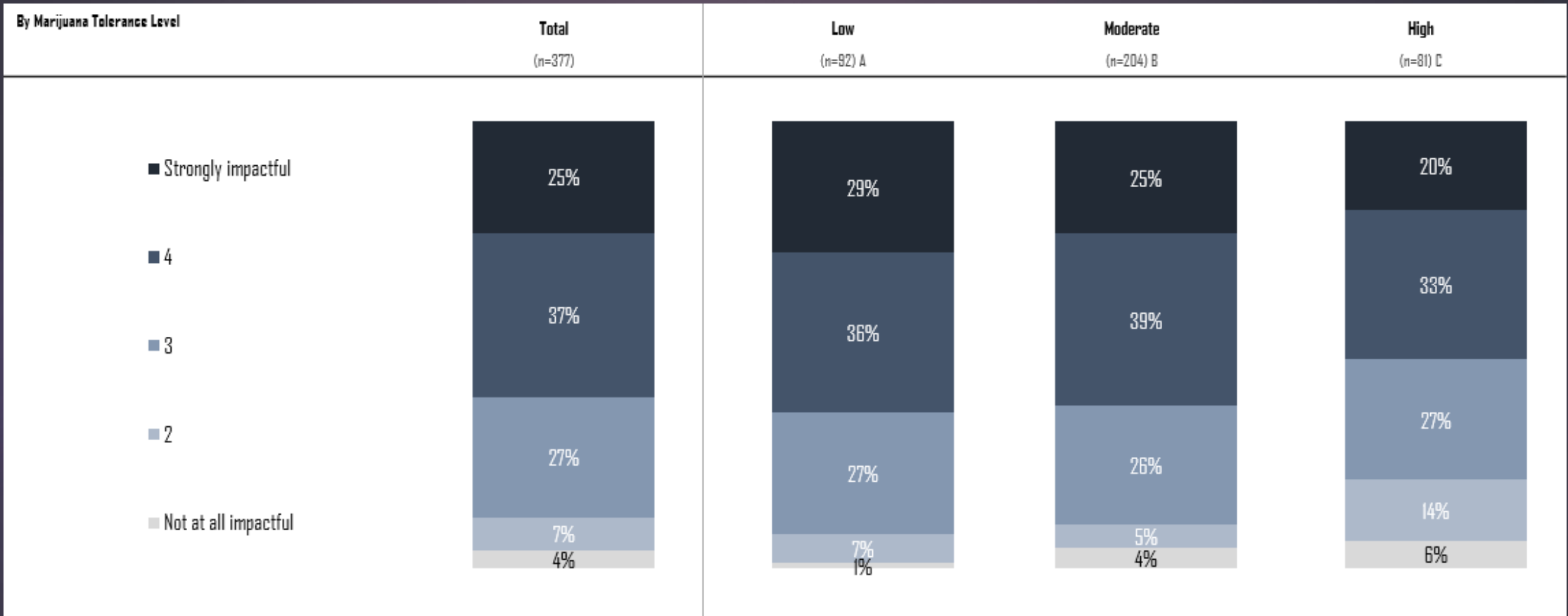
Perception – Uncertain Parental/Caregiver Impact

- ▶ 80% believed in having open dialogue with their children about risks of youth marijuana use
- ▶ Uncertain they could influence their children's choices/decisions

Perception – Advertisement/Message Evaluation

The screenshot shows the website for Start Talking Now. At the top, there is a Facebook icon and a search bar with the text "Enter your search terms" and a magnifying glass icon. Below the search bar, there are several language options: ប្រទេសកម្ពុជា | 中国 - 简体 | 中文繁體 | español | 한국어 | русский | Soomaali | tiếng Việt. The main content area features a large image of a man and a young boy looking at something together. On the left side, there is a navigation menu with the following items: Home, Parents, Communities, and About Us. The main message on the page reads: "You are the most powerful influence in your child's life. Talk with your children about making healthy choices – they are listening."

Perception – Ad Impact by Segment



Media Platforms – Parents/Caregivers

- ▶ TV and Social Media – most prominent
- ▶ 77% consume Facebook daily – most utilized

How might we apply this information?

- ▶ Providing support to youth, caregivers, and families
- ▶ Communicating from a place of neutrality vs. opposition
- ▶ How does this information inform your work locally?
- ▶ If you are trying to address student academic challenges with a caregiver, what might your approach look like? Consider where they caregiver falls on the “tolerance scale:” high, medium, or low tolerance toward youth marijuana use.

Next steps for King County YMPEP

- ▶ Ensure digital media reach
- ▶ Continued message investment to counter environment of pro-marijuana advertising
- ▶ Promote messaging that works across segments
- ▶ Close information gaps
- ▶ Ensure inclusion of ethnic media buys
- ▶ Deliver messages through most trusted sources – develop relationships with healthcare, schools, and other parents



King County

Department of Community
and Human Services

Public Health
Seattle & King County

